

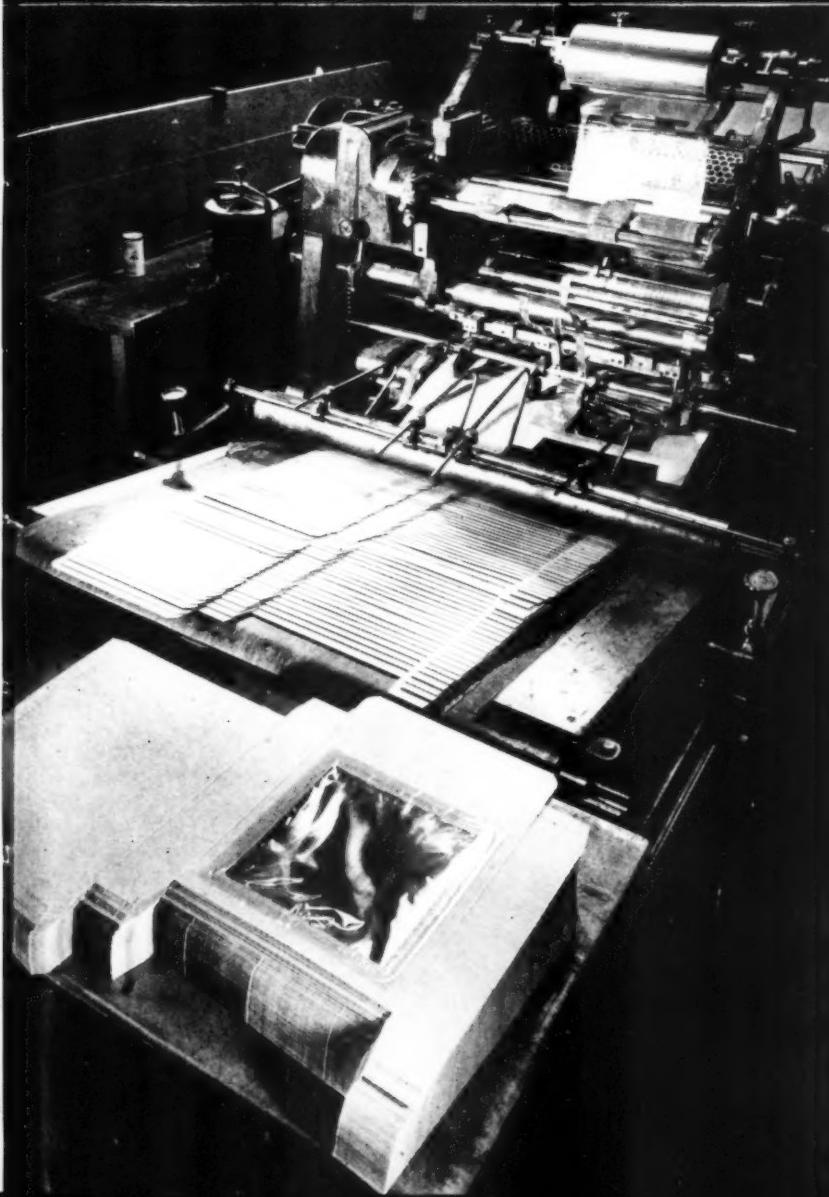
TECHNOLOGY DEPT.



The

# Manufacturing Confectioner

PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



PUBLIC LIBRARY

MAY 15 1952

Liquid Sugar Progress  
Over the Last 25 Years

Foil For Candy  
Packaging

Distribution Costs—  
Are They Squeezing  
Profits?

Candy Packaging Clinic:  
The experts examine  
Window Boxes and Six-  
Bar Pack

MAY  
1952

SPECIFY THE ORIGINAL

# Sterwin's ZIMCO<sup>®</sup> Vanillin U.S.P.

THE ORIGINAL PURE LIGNIN VANILLIN

Consult your  
flavor supplier

## ORIGIN

Sterwin's Zimco brand is the original lignin vanillin. This pure crystalline vanillin has been produced continuously since 1937, at our Rothschild, Wisconsin plant, by our own exclusive patented process.

## QUALITY

Zimco's present high quality was achieved as a result of continuous research and development in our own laboratories. Today Sterwin's Zimco Vanillin is recognized by the entire Food Industry as the top quality product. There is no finer vanillin flavor. Ask the man who uses it.

## DEPENDABILITY

Over a long period of years we have fulfilled all contracts, and allotted any surplus production fairly and equitably. This is our established policy. Stocks are carried at strategically located warehouses to insure prompt deliveries.

Sterwin is a subsidiary of Sterling Drug Inc., one of the nation's leading manufacturers of internationally known proprietaries and fine chemicals.

**U.S.P. VITAMINS IN BULK** also available in carriers  
for easy, accurate and economical fortification of foods.

*Sterwin Chemicals, Inc.*  
SUBSIDIARY OF STERLING DRUG INC.

1450 BROADWAY, NEW YORK 18, N. Y.

445 Lake Shore Drive, Chicago 11, Ill.

Warehouse stocks: NEW YORK, CHICAGO, LOS ANGELES

Shipments made DIRECT FROM FACTORY: ROTHSCHILD, WISCONSIN

Branches and agents served are: ATLANTA, DALLAS, PORTLAND (Ore.), RENSSELAER (N. Y.), ST. LOUIS, SAN FRANCISCO for emergency deliveries.  
**WORLD'S LARGEST SUPPLIERS OF VANILLIN**



ALVA FLAVORS • ALVA FLAVORS • ALVA FLAVORS • ALVA FLAVORS

Aesthetic... *Yes!*  
BUT TECHNICALLY RIGHT TOO



The peak in flavor perfection! . . . Yet Alva flavors are soundly designed by an organization of capable food chemists whose knowledge, experience and facilities are unmatched. An Alva flavor is perfection in flavor and technically right in the product for which it is recommended.

You should examine the new

**LEMON — LIME — ORANGE**

imitation confectionery flavors developed from new materials that are remarkable for imparting superbly natural flavor to finished confections.

Write for the big complete ALVA catalog and see ALVA Flavors' complete line in every quality, strength and price class.

**VAN AMERINGEN-HAEBLER, INC.**

521 WEST 57th STREET  
NEW YORK 19, N. Y.

ALVA FLAVORS • ALVA FLAVORS





# OH, BOY! PEPPERMINT!

UM-M-M-M-M . . . . How they love it! . . .

That cooling, tingling flavor  
of garden-fresh mint.  
But to us, it's just another  
good F. B. flavoring oil,  
comparable in its excellence  
to all the other specially fine flavors  
that comprise the FRITZSCHE line.

To know that whatever flavor you choose\*  
will be just as good as flavoring science  
can possibly make it,  
is one of the great satisfactions  
of buying all of your flavoring  
requirements from FRITZSCHE . . .

A FIRST NAME IN FLAVORS SINCE 1871.

\* Consult our catalog  
for complete selection.

**FRITZSCHE**  
*Brothers, Inc.*

Established 1871



PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N.Y.

BRANCH OFFICES and \*STOCKS: Atlanta, Georgia, Boston, Massachusetts, \*Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, \*Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, \*St. Louis, Missouri, \*Toronto, Canada and \*Mexico, D. F. FACTORY: Clifton, N.J.

Edited and Published  
in Chicago  
*The Candy Manufacturing  
Center of the World*

# The *Manufacturing Confectioner*

READ WHEREVER CANDY IS MADE

**EARL R. ALLURED**  
FOUNDER

**EDITOR AND PUBLISHER**  
P. W. Allured

**TECHNICAL EDITOR**  
Wesley H. Childs

**NEW YORK STAFF WRITER**  
Clara Baldwin

**EASTERN MANAGER**  
Stanley E. Allured

**CIRCULATION DIRECTOR**  
James W. Allured

L. M. Weybridge  
London, England, 218 Salisbury Road  
Hove, Sussex

**ADVERTISING OFFICES**  
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Allen R. Allured, Franklin 2-6369

New York 18, 303 W. 42nd St.  
Stanley E. Allured, Circle 6-6456

San Francisco 4, Mills Bldg.  
Duncan A. Scott & Co.,  
Garfield 1-7950

Los Angeles 5, 2978 Wilshire Blvd.  
Duncan A. Scott & Co., Dunkirk 8-4151

London, England, Prospect House  
Heath Street, N. W. 3  
M. G. Reade



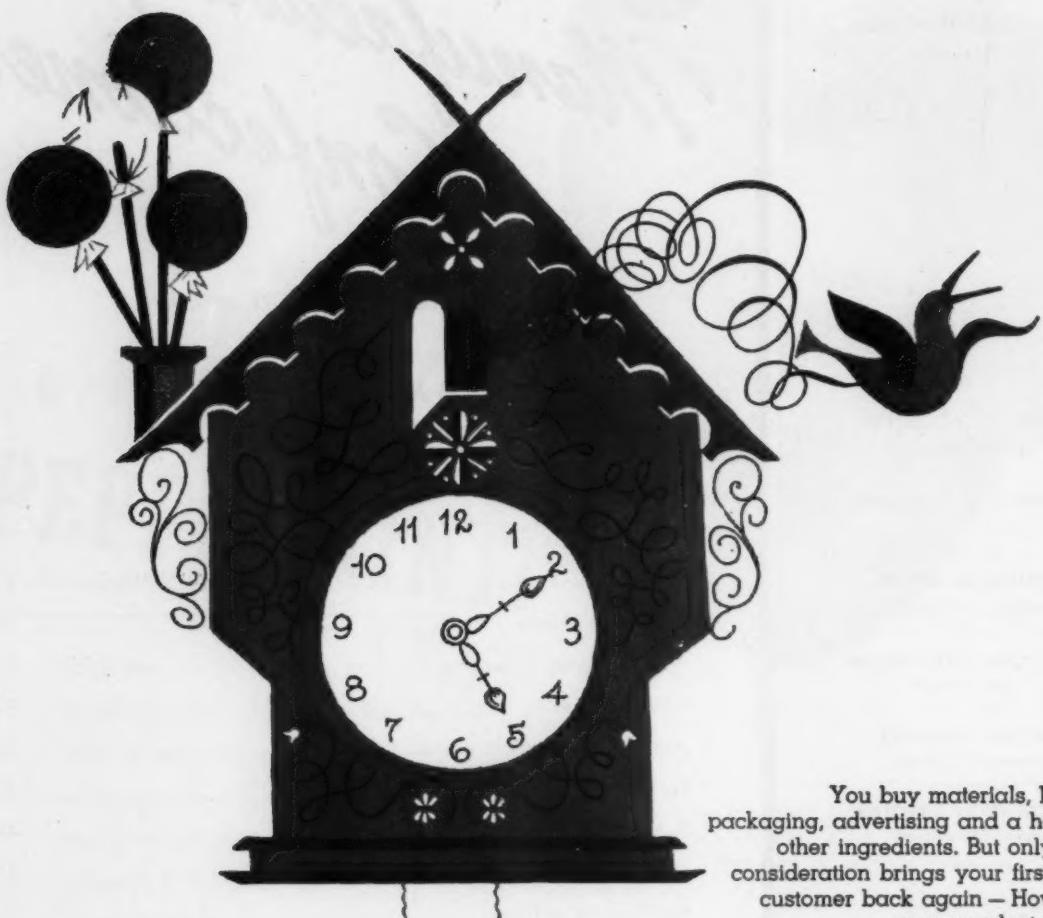
Pioneer Specialized Publication for Confectionery Manufacturers—Management, Production methods, Materials, Equipment, Packaging, Purchasing, Sales, Merchandising.

**MAY 1952**  
Vol. XXXII No. 5

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**COVER:** Automatic Windowing Machine cutting transparent film for application to window opening of folding packaging carton. Photo courtesy Folding Paper Box Association of America.

Published Monthly on the 5th by The Manufacturing Confectioner Publishing Company, publishers of *The Manufacturing Confectioner*—The Blue Book—*The Candy Buyers' Directory*. Executive offices: 9 S. Clinton Street, Chicago 6, Illinois. Telephone FRanklin 2-6369. Eastern offices: 303 West 42nd Street, New York City 18, N. Y. Telephone Circle 6-6456. Publication Office: Pontiac, Illinois. Copyright, 1952, Prudence W. Allured. All rights reserved. Subscription price: One Year \$3.00. Two years, \$5.00. Per copy, 35c, except September, "Purchasing Executive Issue": \$2.00. In ordering change of address, give both old and new address. Entered as Second Class Matter, April 20, 1939, at the Post Office at Pontiac, Illinois, under the Act of March 3, 1897. Member: National Confectioner's Ass'n, Western Confectionery Salesmen's Ass'n, National Candy Wholesalers Ass'n, Audit Bureau of Circulation, Associated Business Publications. Foreign Subscriptions: One Year, \$4.00. Two years, \$7.00. Canadian Subscriptions: Same as U. S.

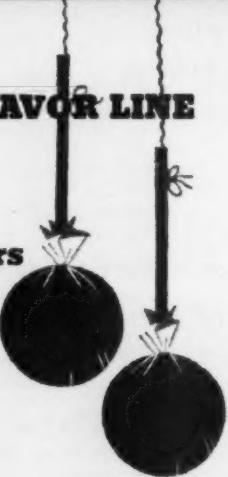


**the DOLCO® 5200 FLAVOR LINE**

sells your

**all-day suckers**

**all year 'round**



You buy materials, labor, packaging, advertising and a host of other ingredients. But only **one** consideration brings your first-time customer back again — How did your product taste?

Good taste alone compels repeat business...and providing the essentials of good taste — **FINE FLAVORS** — is the business of D&O.

The Dolco 5200 Flavor Line adds this indispensable ingredient to your hard candies, fondants, creams, gums and jellies. STRAWBERRY, GRAPE, CHERRY, BANANA, PEACH, PINEAPPLE and 14 other top-notch flavors . . . All day long and all year 'round Dolco 5200 Flavors add **good taste** to your product and **good customers** to your books.

Ask for new flavor catalog.  
Trial quantities on request.

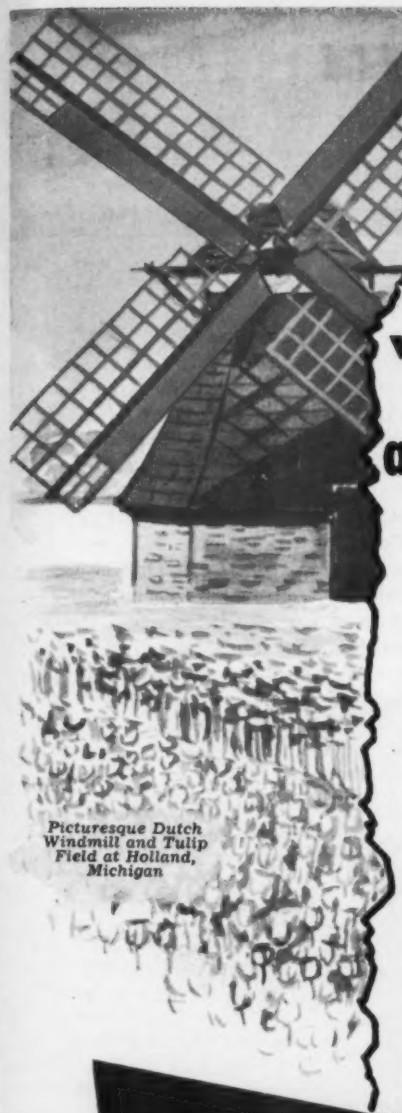


**DODGE & OLcott, INC.**

180 Varick Street • New York 14, N. Y.

SALES OFFICES IN PRINCIPAL CITIES

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • VANILLA • FLAVOR BASES



Picturesque Dutch Windmill and Tulip Field at Holland, Michigan

*What Candies Sell  
Best in Michigan?*

## "ALMOND CANDIES are money makers everywhere"

Putting almonds in a candy doesn't guarantee a best seller . . . but every candymaker knows how often customers say, "I'll take the one with almonds". In scores of famous candies almonds are the key ingredient . . . the difference between a best seller and an "also-ran".

But there's also a difference in almonds. California's finest Blue Diamonds are first choice with leading candymakers because our careful hand-picking and exclusive "electric eye" sorting assure dependable quality, uniform size, freedom from foreign particles, dust and bitters. Our quality safeguards minimize handling costs in your plant. So, let's talk almonds. Let's talk about selling more candy.

**FORMULA BOOK FREE** Write for your free copy: "Formulas for Candymakers" 1952 edition. New recipes . . . new actual size photos of almond varieties and sizes.

The nation's  
favorite candies  
are ALMOND  
CANDIES

**BLUE DIAMOND ALMONDS**

CALIFORNIA ALMOND GROWERS EXCHANGE ... Sacramento, Calif.  
Sales Offices: 100 Hudson St., New York 13, and 221 N. La Salle, Chicago 1



WHEN  
YOU  
MAKE THOSE  
GOOD CANDIES  
PEOPLE  
ENJOY  
EVERY DAY  
USE



CORN SYRUP  
CORN STARCH  
AND DEXTROSE  
CLINTON FOODS INC

CLINTON IOWA

## Confectioners' Briefs

• The Chase Candy Company, St. Louis, has announced the purchase of the Shotwell Manufacturing Company. Puritan marshmallows and other Shotwell specialties will continue to be manufactured, according to Chase representatives. Equipment and buildings were not involved in the purchase transaction.

• William A. Fette, a former Vice President of Universal Match Corporation, has returned to Schutter Candy Company as its Director of Marketing and Sales.

• Fred W. Amend Co. of Chicago and the Delson Candy Company of New York, have announced that in the future sales of Delson Candy Company as well as products of the Ohio Confection Company of Cleveland, will be handled by Chuckles salesmen in six mid-western states. Bringing these three houses together via one salesman should provide better service to the candy distributor.



David L. Clark, Jr.

• David L. Clark, Jr., has been elected to the presidency of the D. L. Clark Company, Pittsburgh candy manufacturers.

His brother, Harold S. Clark, who has served as president for the past 13 years, was elected to serve as the company's first chairman of the board. Charles T. Clark was made senior executive vice president. Two new directors, Robert H. Jones, secretary of the company, and A. M. Simon, Pittsburgh attorney, were also named.

A son and namesake of the founder, David L. Clark is the inventor of many production and materials-handling processes now used in the candy industry. His career with the company started in 1924.

• Edgar Fernald, co-owner of Fernald Candies, died suddenly at his plant in Berwyn, Illinois, on March 25, at the age of 50. A familiar face among candy men, his loss will be felt very deeply by the Chicago Candy Production Club.

• Rockwood & Company and Equitable Life Assurance Society are jointly commemorating the 35th anniversary of Rockwood's institution of one of the earliest employee group insurance plans in the United States.

The second quarter of 1952 will mark a record-breaking advertising campaign by Rockwood to boost sales to an unprecedented peak. This is being planned to combat the usual season slump.

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OSTO



**for foods that look as good as they taste...**

At the retail counter, people taste first with their eyes. Color is an all-important ingredient in every packaged food.

To help you achieve uniformly appetizing color regardless of season or climate, the pure-dye percentage in National Certified Colors is held within remarkably close limits batch after batch. Once you establish a color formula based on National Certified Colors, you can be sure the same formula will produce the same shade again and again.

So to be sure, specify

# National CERTIFIED FOOD COLORS

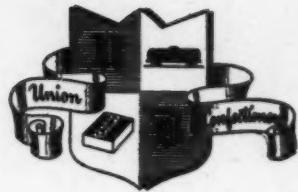
CERTIFIED COLOR DIVISION

**NATIONAL ANILINE DIVISION**

ALLIED CHEMICAL & DYE CORPORATION  
40 RECTOR STREET, NEW YORK 6, N.Y.

BOSTON PHILADELPHIA CHICAGO CHARLOTTE SAN FRANCISCO PORTLAND ORE TORONTO





# *Union Corn Syrup* *Unmixed*

**UNION CORN SYRUP UNMIXED** is dependable  
and adaptable to your formulae.

Sales service and technical assistance are  
available without obligation.

**UNION SALES CORPORATION**  
Distributor for

**UNION STARCH and REFINING COMPANY**  
Columbus, Indiana

*Serving the Confectionery Industry since 1903*

## Dimlings Pack for Easter



Part of the huge output of chocolate covered Easter eggs, being hand decorated in the Pittsburgh plant of Dimling's Candy Shops.

• **Herbert A. "Pee Wee" Hughes** died suddenly in March of a heart attack. Pee Wee was well known in the food industry, having represented the Wm. J. Stange Co. for many years in the East.

• **Dr. Leo Freundlich** has opened a consulting office at 129 North Walnut Street, East Orange, New Jersey. His services will include problems pertaining to the manufacture, control and application of cocoa, chocolate and related products, such as ice cream coatings and summer coatings.

## M. C. Congratulates an Advertiser

Norda Essential Oil & Chemical Co. was one of the award winners in the 10th annual industrial advertising contest sponsored by Associated Business Publications. "For distinguished business paper advertising" the winners and their advertising agencies were presented with the awards at a joint luncheon in Boston of ABP, Boston Technical Advertisers Assn. and the Advertising Club of Boston.



Mr. E. E. Benedict of Norda Essential Oil & Chemical Co. (second from right) is shown with the award given to his company. Other winners shown are P. C. Fox, BBD&O, Pittsburgh; J. W. LaBelle, Koppers Co.; John J. Landy, E. I. du Pont de Nemours & Co., Inc.; Francis T. Baldwin, BBD&O, Boston; Arnold Friedman, Chairman of APB's Board of Directors; Mr. Benedict; C. Ralph Bennett, The Fred Gardner Co., advertising agency serving the Norda Company.

• **Mr. W. R. Boyer**, midwest representative of The Nestle Company, died suddenly in March. Mr. Boyer has handled the Company's Bulk Chocolate and Coating and Cocoa in the area since 1947.

KIDS and CANDY  
Just ANY Flavor  
Won't Do...

TRUTASTE FLAVORS

...BRING 'EM BACK FOR MORE!

NEUMANN - BUSLEE & WOLFE, INC.

Telephone: RODNEY 3-1130

5800 NORTHWEST HWY.

CHICAGO 31, ILLINOIS

# 25 Years Ago



Looking back to May, 1927, we find THE MANUFACTURING CONFECTIONER carrying the first complete report to the industry of the research by the Bureau of Chemistry on the subject of sugar-tolerant yeasts in chocolate coated creams. The conclusions reached were that sanitary conditions in the factory and the use of sound ingredients were necessary to the manufacturer in order to prevent large losses through bursting chocolate-coated cream candies.

Federal investigation into alleged manipulation of the cocoa market on the New York Cocoa Exchange climaxed more than a year of editorial conflict over the situation. As early as January of the previous year M. C. had carried a discussion of the Exchange, and in January, 1927, when attention was called to the activities of the so-called British Combine, our editorial was openly read and denounced from the floor of the Exchange. The action taken by the government had an immediate settling effect upon the market.

The Adviser commented that many candy manufacturers seem to operate on hunches in the disposition of their products, rather than thoughtfully laid plans, and suggests that the primary purpose of business be not to break either production or sales records each day, week or month, but rather to make a decent and reasonable profit. And to insure the making of such profits and stay in business that advertising should be carefully planned and executed.

Ninety-nine manufacturers and four publications were listed as exhibitors at the Annual Exposition and Convention of the National Confectioners Association. The publications represented were "Candy," "Confectioners' Journal," "Confectioner's Review," and "The Manufacturing Confectioner." (We'll be there again this year, 25 years later. M.C.)

"Is Your Candy box a good press agent?" asked the heading of American Can Co.'s ad. "The package is the first thing that Milady sees—its charm should captivate her by its suggestion of toothsome mouthfuls to come."

These advertisers' names are still on the list: California Almond Growers' Exchange (now Sunkist Growers); Dodge & Olcott Co.; Fritzsche Bros.; H. Kohnstamm & Co.; Lamond, Corliss & Company (now The Nestle Company); Merckens Chocolate Company; National Aniline & Chemical Co.; National Equipment Co.; Oakite Products, Inc.; Package Machinery Co.; Vacuum Candy Machinery Co.



Take steps NOW  
to add new sales appeal  
to your products with....



**PEACOCK BRAND**  
**CERTIFIED FOOD COLORS**

MANUFACTURED AND DISTRIBUTED BY WM. J. STANGE CO.

CHICAGO 12, ILLINOIS

OAKLAND 21, CALIFORNIA

Also Mfr's Stange Cream-of-Spice Seasonings



# **THE RIGHT OIL FOR YOU**

## **MUST HAVE . . .**

**UNIFORMITY  
STRENGTH  
QUALITY  
FLAVOR**

Thousands of buyers know that Exchange Oil of Orange meets these qualifications consistently. They know that rigid, day-to-day laboratory control, combined with years of experience as the leader in the citrus products field, guarantees that Exchange Oil of Orange will always meet their most critical specifications.

*Distributed in the United States exclusively by*  
**FRITZSCHE BROTHERS, INC.** • **DODGE & OLcott, INC.**  
76 Ninth Avenue, New York 11, N.Y. • 180 Varick Street, New York 14, N.Y.



**SUNKIST GROWERS**  
Products Department, Ontario, California  
Formerly CALIFORNIA FRUIT GROWERS EXCHANGE  
Producing Plant:  
The Exchange Orange Products Co., Ontario, California



# A PROFIT-PAYING INVESTMENT...

## THE SAVAGE CONTINUOUS CANDY CUTTER

(Brach Patent)



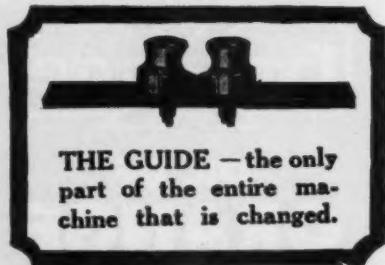
Floor Space,  
26" x 25"  
Shipping  
Weight  
1,250 lbs.

**THE FIRST  
COST IS THE  
LAST COST**

No additional chains to make  
different shapes--changes from  
one style to another instantly.

Without any adjustment or change the Savage Continuous Candy Cutter will cut any Pillow shaped goods, Chips, Straws or Waffles—either hard or soft centers—and cuts any width or thickness from the thinnest straws to  $\frac{3}{4}$  inch, and from  $\frac{3}{8}$  to  $1\frac{1}{2}$  inches in length.

1. BABY KISSES—any small piece  $\frac{3}{8}$ -inch long and up to  $\frac{3}{4}$ -inch wide—are cut on this series of knives.
2. PILLOWS, CHIPS, STRAWS— $\frac{3}{4}$ -inch long and  $\frac{3}{8}$  to  $1\frac{1}{2}$  inches wide—are cut by this set of knives.
3. STRAWS, CHIPS, PILLOWS— $1\frac{1}{2}$  inches long and  $\frac{3}{8}$  to  $1\frac{1}{4}$  inches wide—are cut on this series of knives.
4. WAFFLES— $\frac{3}{4}$ -inch long and up to  $\frac{3}{4}$ -inch in width—are cut and stamped with this series of knives.
5. THE GUIDE—illustrated separately to the left, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from  $\frac{3}{8}$  to  $1\frac{1}{4}$  inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.



High Speed--No Delays--  
Increased Output

Perfect Cutting--No Waste--  
Reduces Cost

(Also sold without conveyor)

# SAVAGE BROS. CO.

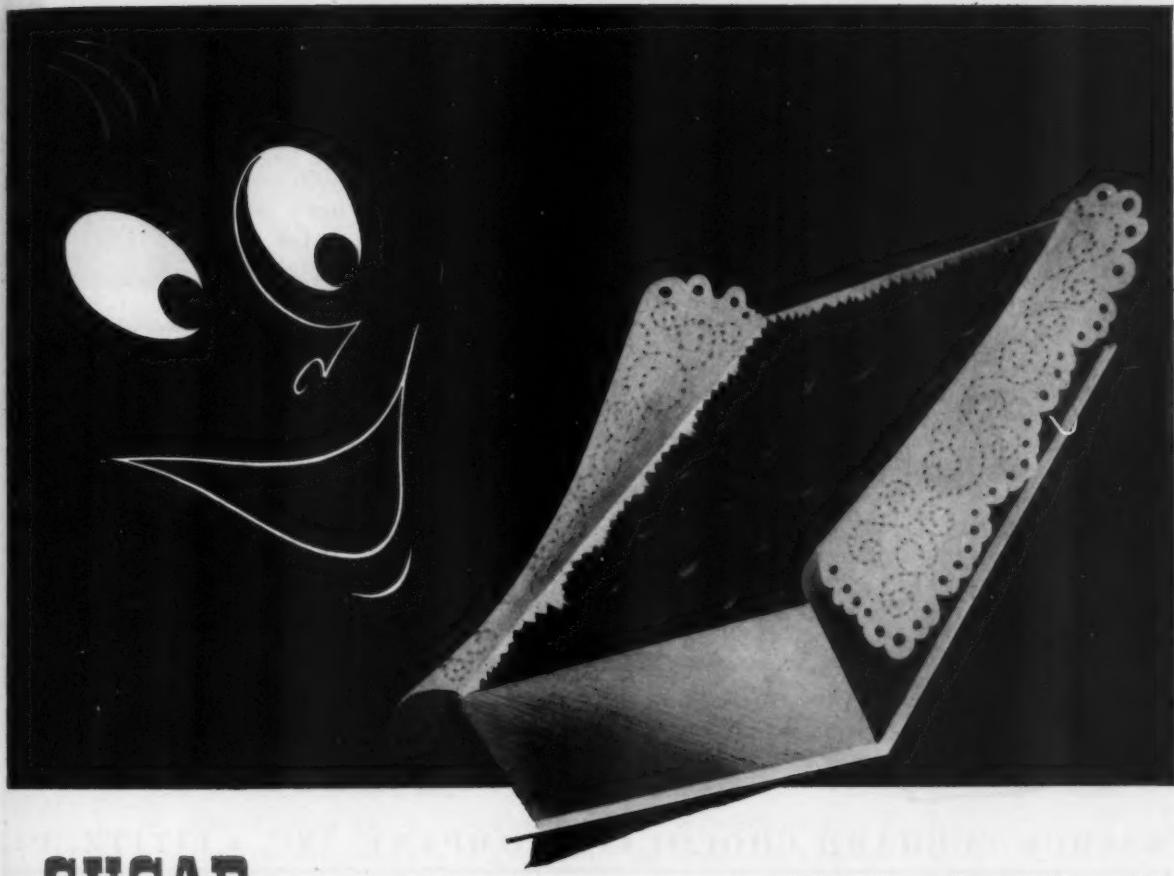
M. A. Savage, President • Richard J. Savage, Jr., Vice President

2638 GLADYS AVE.

CHICAGO 12, ILL.

Since 1855





## SUGAR in the "Cook" puts *Quality* in the Piece!

In today's keenly competitive market, allowing quality to slip may cause sales to dip.

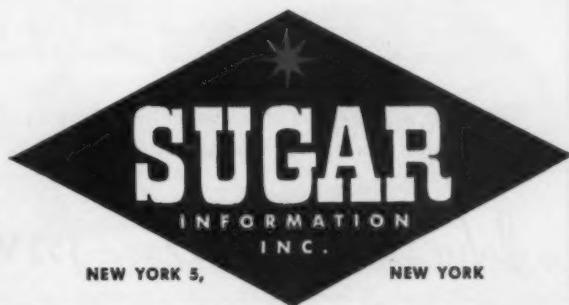
So keep quality up—with sugar\*!

Sugar is synonymous with candy of superior quality, in the mind of the consumer.

Sugar gives you 25 to 50% more sweetening power—provides excellent body and graining qualities—and is easier to use because it requires no special handling or storage facilities.

Now, when the maintenance of quality is so essential to the maintenance of volume, why risk uncertainty? With sugar you can be *sure* . . . sure of the quality, sure of the flavor, sure of consumer satisfaction!

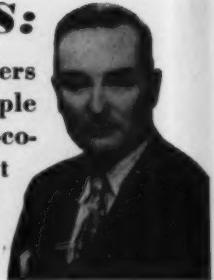
\*Sucrose





## BILL KIRCH SAYS:

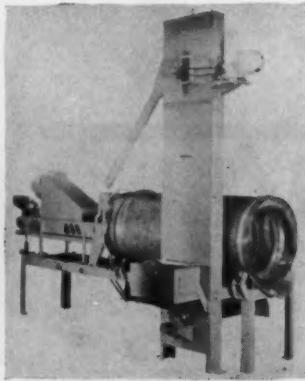
"Wilbur lures more customers than any other coating. People go for its real chocolaty-chocolate flavor like hungry trout after a fly... That's why Wilbur coating sales are UP in my territory."



William J. Kirch covers the big Philadelphia, Baltimore and Washington territory for Wilbur Chocolate Coatings. He is an experienced chocolate man and manufacturers in his part of the country have learned to rely on his advice and judgment in selecting just the right coating for a product.

# WILBUR CHOCOLATE COATINGS

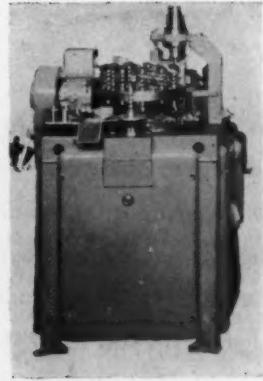
**WILBUR SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.**



**LATINI SANDER and SUPPLEMENTARY STEAMER**

Guaranteed to properly sand the full out-put of a mogul.

Supplementary steaming brings out natural brilliancy of sugar crystals and forms a protective film, simulating crystallized candies.



**LATINI DIE POP MACHINE**

200 perfect pops per minute.

Split-second weight control.

Positive insertion of wood or paper sticks.

Interchangeable dies.

*John Sheffman, Inc. - 152 West 42 Street - New York 36, N.Y.*

HI-LUSTRE  
Heavy Duty



# VOSS BELTS

HI-LUSTRE Heavy-Duty Belts are built to *take it*—to keep on performing at high efficiency for much, much longer than any ordinary Belt . . . Tough conditions don't faze HI-LUSTRE . . . and you can't get a better Belt for heavy bar work. Its extra weight means that you can use HI-LUSTRE on packing tables or without carrier belt.

This *Double-texture* Belt (available in either black, white or green) gives you a "Double-feature" advantage you'll appreciate—and that will keep your maintenance and replacement budget down . . . HI-LUSTRE is

**CURL-RESISTANT . . . CRACK RESISTANT**



HI-LUSTRE is only one of the remarkable Belts VOSS has developed especially for candy manufacturing requirements, during our years of specialized attention to the needs of this industry. For outstanding quality—and for unequalled service—ask about

HI-GLOSS PLASTIC COATED COOLING TUNNEL BELTS  
OILCLOTH—SINGLE TEXTURE OR DOUBLE-COAT LIGHTWEIGHT

★ and ★

Endless Bottomer and Feed Belts—White Neoprene treated, or plain . . . Packing Table Belting—plain or treated with smooth white flexible coating . . . Caramel Cutter Boards . . . Batch Roller Belting . . . and all your other Belting needs . . .



5647

N. RAVENSWOOD AVE., CHICAGO 26, ILL.  
EASTERN OFFICE: 118 E. 28th St., NEW YORK 16, N.Y.

# Depend On AUTO-LITE



...for  
**TEMPERATURE INDICATION**

**Stop Waste . . .**  
**Step-Up Production**

Model "P-1" dial thermometer, equipped with 3-way adjustable bracket—either flexible tubing with flange mounting for EYE-LEVEL remote reading or rigid stem for direct mounting. Priced from \$22. Adjustable electrical alarm contacts at slight added cost.

You can do both when you use Auto-Lite temperature indicators wherever temperature is an important factor. Auto-Lite offers many thermometer styles, permitting plant-wide temperature observation at low cost. Standard ranges from minus 60°F to plus 750°F. Send for latest catalog showing various thermometer types.

**THE ELECTRIC AUTO-LITE COMPANY**  
INSTRUMENT AND GAUGE DIVISION  
TOLEDO 1, OHIO  
NEW YORK • CHICAGO • SARNIA, ONTARIO



## In the interest of accuracy . . .

M.C. wishes to apologize to Paul Adams of Givaudan Flavors Inc. for incorrectly quoting his talk before the N. Y. Chapter of A.A.C.T. (See March issue, page 51.) Mr. Adams has been kind enough to call our attention to the error of our editorial digest ways. The sentence "The incompatibility of anise in presence of acid was mentioned," is technically incorrect, he says. The sentence should read: "Licorice is incompatible with acids, i.e. they precipitate the glycyrrhizin."

We're sorry, Mr. Adams, and would like to say "It won't happen again." Let's just say instead "We'll watch our editorial language in the future."

## Revised Edition of QM booklet

The Research and Development Associates has just issued this year's revision of its booklet "Food and Container Problems of the Armed Forces." Many technical problems experienced by suppliers in designing foods and containers adapted to the conditions of military handling, storage and use. The booklet is published by and available by writing Research and Development Associates, Food and Container Institute, Inc., 1849 West Pershing Road, Chicago.

## Radio Test Panel

A recent WOR consumer testing panel program, had 250 women from the Metropolitan New York area to examine and test products and answer questions about them on packaging, contents, quality, display promotion and other marketing topics. One of the products so tested was Barton's Candy. The results of such a survey should be of much value to manufacturers.

## Protection Standards Being Revised

The Committee on Dust Explosion Hazards of the National Fire Protection Association has advised THE MANUFACTURING CONFECTIONER that a very much revised version of the Standards will be submitted for adoption at the annual meeting in New York June 9-13.

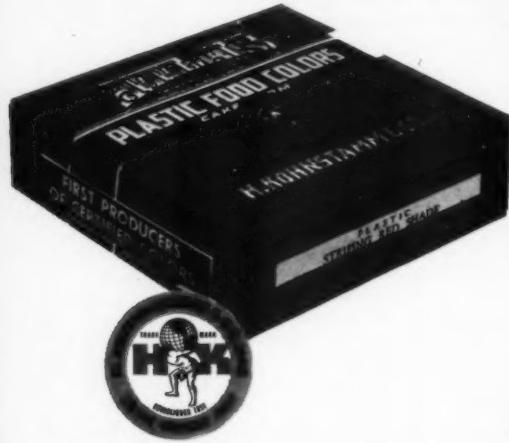


NOW  
COLOR HARD CANDY  
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ACCURATELY!  
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CERTIFIED COLOR CUBES



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**ACCURATELY!** The *patented\** self-measuring feature of Atlas Color Cubes guarantees dependable color uniformity in every batch. In a 1 lb. box, each of the 8 2-oz. squares is precision-scored to form 16 color cubes per square. They break off easily and exactly, assuring accurate color control every time.

**ECONOMICALLY!** Atlas Color Cubes save you time and money. No waste — no muss — no time lost preparing pastes—and everything, even hands, are kept clean. And just 1 lb. will efficiently color approximately 4,500 lbs. of hard candy.

Want proof ATLAS Certified Color Cubes are best for your needs? Try a box...if not entirely satisfactory return the unused portion for full credit.

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**Now! THE CHOCOLATE INDUSTRY'S MOST MODERN  
DAIRY PLANT ASSURES YOU . . .**



*Products of  
General Foods*

**...the FINEST MILK  
COATINGS-Ever!!**

Walter Baker has its own new milk plant in Evart, Michigan. Here, pure, fresh dairy-land milk is processed daily. This product, skillfully combined with other choice Walter Baker ingredients under rigid laboratory control, gives you milk chocolate coatings that challenge comparison for uniform quality, texture, and rich, true milk flavor. Only the most modern techniques, the most experienced chocolate makers could bring you milk coatings this good . . . coatings that truly cover your candy with distinction!

**For Your Every Confectionery Need:**

**A Complete Range in Flavors, Colors, Prices—Including:**

\***Milk Coatings** — *Masterpiece*, the supreme milk chocolate! Luxurious milk flavor, superior smoothness — for the connoisseur! *Puritan*, a Swiss-type milk flavor of appealing, medium light color.

\***Vanilla Coatings** — *Plaza*, *Princess*, *Aristocrat*, and others that blend excellently with the widest variety of centers.

\***Chocolate Liquors** — *Eagle*, *Caracas* — smooth, free-flowing, full-bodied. The standard liquors in the trade!

\*Samples Furnished on Request

**"How to Choose  
and Use Chocolates? . . ."**

"That's where you can count on my service!" says Walter Kansteiner, of Chicago, one of the Walter Baker Chocolate Consultants who serve America's confectionery industry. And he backs up his offer with many years of valuable experience in the chocolate and confectionery fields. Why not profit by contacting your nearest Walter Baker representative? He stands ready to use his expert knowledge of high-grade chocolate coatings and liquors to your advantage!



**WALTER BAKER CHOCOLATE AND COCOA**

Division of General Foods Corporation, Dorchester 24, Mass.

Sales offices in Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia. Brokers in all principal cities.



DANIEL V. WADSWORTH, Vice President in Charge of Sales for the Refined Syrups & Sugars, Inc., is probably more closely associated with the history of Liquid Sugar than any other individual. Born in Piedmont, Florida, his experiences in the sugar industry dates back to crude beginnings of extracting syrup and brown sugar from the cane growth on his parents' small farm.

He is given much of the credit for the conception of Liquid Sugar and its translation into a commercial enterprise. In 1926 he was instrumental in financing and equipping the small Brooklyn plant which was the world's original liquid sugar refinery, and the beginning of the present Refined Syrups & Sugars, Inc.

EARLY in 1927 Refined Syrups & Sugars, Inc. began the manufacture and delivery of bulk liquid sugar to industrial users on a regular basis, which makes 1952 liquid sugar's 25th anniversary. It might be interesting to review some of the changes that have taken place since the advent of liquid. The first question that most everyone asks is: What has been the history of the growth of liquid sugar volume? Prior to 1941 the U. S. Department of Agriculture in their reports of sugar deliveries did not segregate liquid sugar from cane and beet total deliveries. Beginning with 1941 up to and including 1950, the last

THE usage of Liquid Sugar has increased markedly in the past ten years. THE MANUFACTURING CONFECTIONER recognized the possibilities of Liquid Sugar at an early date, and has followed its development.

Liquid Sugar, Answer to Greater Commercial Sugar Demand, by Joseph F. Leete, December, 1938.

Liquid Refined Sugars, Technical Data on Its Use in Candy Production, by Nedjati Fuad, April, 1939.

Liquid Sugar in the Candy Industry, by Robert Whymper, 3 Parts, Jan., Feb., March, 1945.

Liquid Sugar in Candy Manufacture, by Dr. Stroud Jordan, June, 1947.

Liquid Sugar in the Candy Plant, by Louis Lang, Jan., 1951.

Equipment for Liquid Sugar Installation, by Ira Parnes and Louis Lang, Jan., 1951.

The present article by Mr. Wadsworth brings the subject of Liquid Sugar up to date.

# LIQUID SUGAR PROGRESS

by DANIEL V. WADSWORTH

year that has been reported, they show separate figures for liquid cane deliveries. As yet they have not started segregating liquid beet from total beet deliveries, but we hope that eventually liquid beet will be separated from total beet deliveries as there has been a considerable increase in the volume of liquid beet during recent years.

In 1941 cane deliveries were reported as 5,253,848 tons in dry form and 193,917 tons in liquid form. In 1950 dry cane deliveries were 5,386,361 and liquid 479,918. It will be noted that the liquid deliveries in 1950 were

286,000 tons (250%) greater than 1941, indicating greater momentum switching from dry to liquid as time goes along.

As to where most of the liquid is being used, the Department of Agriculture reports the following 1950 deliveries to four major industries.

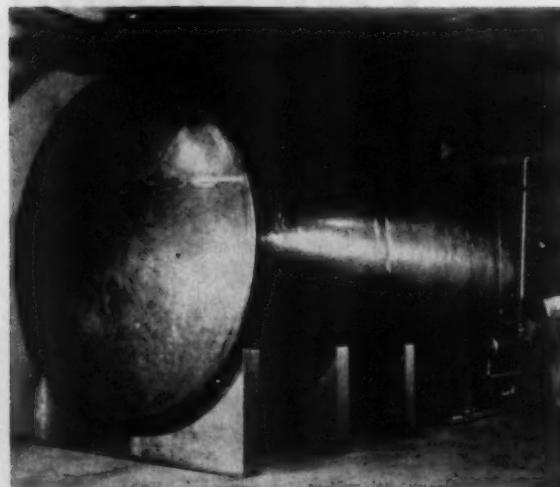
	Liquid—100 lb. equivalent	Dry Beet and Cane Sugar— 100-lb.	Total Deliveries
Confectionery Products	2,062,968	12,313,547	14,376,515
Ice Cream	992,913	4,081,090	5,074,003
Beverages	2,577,794	12,538,135	15,115,929
Canned Goods	2,738,202	8,271,524	11,009,726
 Total	 8,371,877	 37,204,296	 45,576,173
Percentage of Total Deliveries	18.37%	81.63%	

The U. S. Department of Agriculture report on deliveries for the first three quarters of 1951 are now available, and to the four above mentioned industries liquid deliveries for the 9 months ending September 30, 1951 were 7,453,362 cwt. equivalent while dry deliveries to the same four industries for the same period were 26,798,989. The liquid percentage of total deliveries for this 9 months period in 1951 was 21.8% as compared to 18.6% for the year of 1950.

About 15% of the sugar used in confections in the United States is now liquid, and when you consider that liquid consumption is concentrated mainly along the northeastern Atlantic Seaboard and the southwestern Pacific Seaboard, the total liquid tonnage in confections is more impressive. The excessive freight that has to be paid on the water content of liquid sugar prevents a more rapid development inland. In and around New York where liquid sugar has been available for a much longer period than it has in other areas, there are only a few manufacturers of confections, ice cream, beverages and canned goods not using liquid sugar.

There were two principal reasons why many industrial users of sugar were reluctant to adopt its use during the first 15 years—product quality and inadequate handling facilities. During the past ten or fifteen years 90%

**5,000-gallon stainless steel storage tank used by Durkee-Mower, Inc., East Lynn, Massachusetts, to store their liquid sugar supplies.**



Map showing number of Liquid Sugar Plants located in the United States



**Boston, Massachusetts**—American Sugar Refining Co. and Revere Sugar Refinery.

**Yonkers, New York**—Refined Syrups & Sugars, Inc.

**Brooklyn, New York**—American Sugar Refining Co. and Nulomoline Division.

**Long Island City, New York**—National Sugar Refining Co. and Pepsi-Cola Company.

**Philadelphia, Pennsylvania**—Pennsylvania Sugar Co. and Franklin Sugar Refinery.

**Indianapolis, Indiana**—Liquid Sugars, Inc.

**Chicago, Illinois**—Nulomoline Division

**Milwaukee, Wisconsin**—Inland Sugars, Inc.

**Crockett, California**—California & Hawaiian Sugar Refining Corp., Ltd.

**Woodland, California**—Spreckels Sugar Co., Inc.

**Monteaa, California**—Spreckels Sugar Co., Inc.

**Spreckels, California**—Spreckels Sugar Co., Inc.

**Alvarado, California**—Holly Sugar Corporation

**St. Louis, Missouri**—Industrial Sugars, Inc.

**New Orleans, Louisiana**—Liquid Sweets, Inc.

**Baltimore, Maryland**—American Sugar Refining Co.

of the imperfections that the product and service were plagued with in the early stages have been eliminated.

Refined Syrups & Sugars struggled with a small inadequate plant in Brooklyn for a great many years until it was finally determined that the only way to produce a quality liquid sugar equivalent to granulated sugar was to design and equip a new plant. In a new plant in Yonkers which was started in 1939, many new features facilitating quality production of liquid sugars were adopted. The principal of passing all liquor over both vegetable and bonechar carbon, which insofar as we know was never before done, was introduced. There were at least a dozen other radical departures in processing provided for in the Yonkers refinery. All of these improvements made possible what today is a well known and demonstrable fact—that there is now available in ample supply from several refineries both sucrose and invert liquid sugars equal to and in some respects superior in quality to granulated sugar. The conventional method of producing granulated sugar does not lend itself to the elimination of colloidal matter as readily as does the production of liquid sugar. The increasing volume of liquid distribution during the last few years is in part due to product improvement.

While the improvement in the quality of liquid sugars was imperative if the new industry was to survive, the necessity of adequate special equipment for the storing and handling of liquid sugar in the user's plant was, if anything, more vital. In the beginning most everyone made the mistake of thinking that any kind of tank could be used for storage and that after the tank was installed,

all you had to do was run some kind of a pipe line to where the liquid sugar was to be used. Most every food product with a unique character requires to a greater or lesser degree special facilities for transporting, handling, storing and packaging. Liquid sugar falls within the category of a specially designed product. As an example, milk and milk products are stored, handled and packaged somewhat differently to other types of food products. Moderately cool temperatures are required, but not low temperatures and the facilities for handling are unlike that of other products. Other types of food products require below freezing temperatures while others can be handled at normal temperatures, necessitating different types of handling and storage facilities. One thing about liquid sugar that did not seem to be too important in the beginning, but that caused considerable difficulty, was the now well-known principle that the dilution of the liquid sugar to any degree while in transit or storage must be prevented in a foolproof manner. No quality food manufacturer would think of using damp or wet granulated sugar. Today it is just as simple to protect liquid sugar from dilution as it is to protect granulated sugar from getting wet while in transit or on factory floors.

All liquid sugar delivery, storing and handling facilities are designed so that the system can be drained thoroughly when the equipment is washed out. The elimination of pockets that cannot be drained is a simple matter if the engineer keeps this in mind when he is designing the equipment. Condensation of moisture from the air in the top of a storage tank over the liquid sugar also has to be prevented. The simple solution to this problem was the installation of a small fan placed in a specially provided outlet in the top of the tank with a speed sufficient to maintain the same air temperature inside the tank as is the air temperature outside the tank. The present day liquid sugar handling equipment is nothing like the equipment used in the beginning. In fact there is just as much difference in appearance and operation as there is between a Model T Ford and the present day Ford.

From a sanitary standpoint, liquid sugar as handled today, when compared with the method of handling bagged granulated sugar, is in a class by itself. You seldom find anyone in the northeast today who does not agree that the handling of sugar in liquid form is a forward step in sanitation, but you may find in other parts of the United States among those who have had less experience with liquid sugar, skepticism about the preservation of liquid sugar while in transit or storage.

Within the last two years the technical difficulties that retarded the use of liquid sugar in cake batters have been worked out, and as a result the baking industry in 1952 will show a greater percentage increase in the use of sugar in this form than any other industry.

Liquid sugar has now reached the age of maturity, and the volume trend will be upward in all branches of the sugar consuming industries for some time to come.

• **Amalgamated Sugar Co.** has just announced the opening of the first liquid sugar plant in the Pacific Northwest. The new plant in Portland, Oregon will handle distribution of Amalgamated's granulated sugar for the area as well as manufacture liquid sucrose and a blend of corn syrup and sucrose.

## News of Associations

### Triggs Appointed 1953 Chairman

The American Management Association has announced the appointment of Floyd L. Triggs, advertising manager of Riegel Paper Corporation, New York, as Chairman of the Exhibitors' Advisory Committee for the 22nd A.M.A. National Packaging Exposition. Mr. Triggs will serve with Paul O. Vogt, A.M.A. vice president in charge of the packaging division, who is head of the A.M.A. committee that plans the conference sessions held in conjunction with the Exposition. Mr. Vogt is also coordinator of package engineering and development, manufacturing policy division, General Electric Co., New York.

Next year's show will be held during the week of April 20, 1952, at the Navy Pier in Chicago.

• **Chicago Candy Production Club** will hold The Annual Spring Ladies' Night at the Furniture Mart, Tuesday, May 6th. A gala evening has been planned by Jack Connors, Program Chairman, with cocktails, dinner, door prizes, corsages for the ladies, and surprise entertainment. Members and their guests are invited.

• **The Association of Cocoa and Chocolate Manufacturers** of the United States met at the Waldorf-Astoria Hotel in March and selected the following officers for the forthcoming year: H. Russell Burbank, President of Rockwood & Co. was re-elected as President; Howard O. Frye, General Manager of the Walter Baker Division of the General Foods Corporation, was elected Vice President to succeed Clive C. Day, President of the Nestle Company. The Executive Committee will be made up of Messrs. Burbank, Day, and Frye along with L. W. Majer, Secretary and Assistant to the President, Hershey Chocolate Co.; J. M. Barber, President, Klein Chocolate Company; and B. G. Forrest, Vice President and Treasurer, Wilbur-Suchard Chocolate Company, Inc. Bernhard S. Blumenthal, Presi-



Mr. Triggs

dent of Blumenthal Bros., who is retiring as a member of the committee, received the commendation of the membership for his outstanding service. Gordon P. Peyton of Washington, D. C., will continue in office as Secretary and Treasurer of the Association, and was again named General Counsel.

It was announced at the meeting that the West African mission of manufacturers had now left for the Gold Coast.

• **American Cocoa Research Institute** announces that L. Paul Oechsli has been named Director of Research to replace Leonard J. Schwarz, who has resigned. Mr. Oechsli has been acting as assistant to Mr. Schwarz.

• **Flavoring Extract Manufacturers' Ass'n** will start off the 43rd Annual Convention in the Edgewater Beach Hotel in Chicago, at a Hospitality Party to be held Sunday evening, May 25. The session will be highlighted by an address given by Roy C. Newton Vice President and Technical Director of Swift and Company, who will speak on "Chemicals in Foods."

• **National Candy Wholesalers'** will open the 1952 convention in Chicago on May 19, with Bill Gove, sales development official of Minnesota Mining and Manufacturing Company, St. Paul, Minn., as featured speaker at the luncheon session. Tying in with the convention theme "Here's How," Mr. Gove will speak on the subject "Here's How to Serve and Sell."

• **National Confectioners' Association** convention this year will be dedicated to "the rights of free enterprise," according to Theodore Stempel, general chairman. This photograph shows Mr. Stempel and a group of twelve candy experts, guided by a huge chart of convention sessions for the past four years, laying out the program for the 69th Annual Meeting and 26th Confectionery Industries Exposition to be held at the Conrad Hilton Hotel, Chicago, June 1-5. The first business session will be held on Tuesday morning, June 3.



Seated (l-r) E. R. Bartley, Bunte Bros.; G. S. Doolin, NCA Sanitation Director; G. Lloyd Latten, Schutter Candy Div., Universal Match Corp., program chairman of the NCA Convention; General Chairman Theodore Stempel, E. J. Brach & Sons; NCA President Philip P. Gott; and Robert B. Schnerring, Curtis Candy Co. Standing (l-r) W. C. Dickmeyer, Wayne Candies, Inc.; Charles F. Scully, Williamson Candy Co.; Fred W. Amend, Fred W. Amend Co.; Richard B. Kimbell, Kimbell Candy Co., NCA Secretary-Treasurer; W. Melville Cribbs, Melville Confections, Inc.; Victor H. Gies, Mars, Inc.; Otto Windt, E. J. Brach & Sons; Ira Golan, Flavour Candy Co.; Paul M. Beich, Paul F. Beich Co.; and F. N. Brunson, NCA Executive Assistant.

• **Associated Retail Confectioners'** 32nd Annual Convention to be held in Chicago, Drake Hotel, June 1-4, will include in the program the House of Friendship Party, seminars on small plant and small store operations, luncheons each day, a member-talent show, assisted by the ladies, and a dinner dance on Tuesday night. Chuck Cook of Cook-Unterecker's Candies, Buffalo, is program chairman, and he has plans for a full schedule for all in attendance.

• **A. A. C. T., Chicago Section** is holding its regular May meeting on the 13th. The principal speaker at this meeting will be J. Carl Dawson, of J. Carl Dawson and Associates, St. Louis. The subject of Mr. Dawson's talk will be "Sanitation" and he is well qualified to speak on this subject. Since graduating from the University of Missouri in 1927, Mr. Dawson was in charge of the State Entomology Department for a time, and later with Dow Chemical Company, Fumigant Division. Immediately after World War II he and his associates formed the present company.

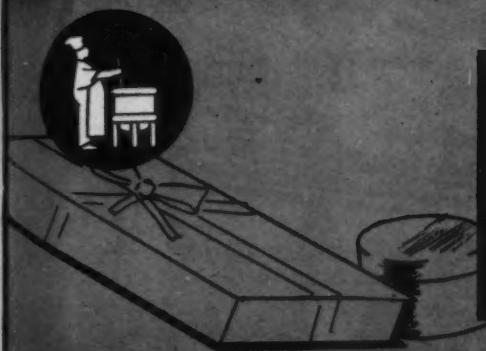
In addition to the regular program AACT is honoring the ladies at this meeting. Special favors and entertainment have been planned, and the fair sex is cordially invited to attend.

• **The Stroud Jordan Medal for 1952** will be presented to James P. Booker, of Ross & Rowe, Inc., New York City, at the Fourth Annual Meeting of the American Ass'n of Candy Technologists on June 3, 1952, at the Conrad Hilton Hotel, Chicago. In making the selection Mr. Booker was cited for his outstanding contributions to the candy industry over a long period of years.

• **The Empire State Candy Club** held its annual meeting at the Syracuse Hotel, Syracuse, New York. The following officers were elected for the coming year: President, Julius Brody, Vice President; Herbert Smith, Secretary; Hyman Falkowitz, Treasurer, Ernest Durfee. The Club's Spring Dance Festival will be held May 24, at the Hotel Syracuse. Hy Falkowitz, whose committee is in charge of arrangements reports that they are expecting fine turn-out for the affair.

• **The Manufacturing Confectioners' Traffic Conference** has presented an appeal on behalf of the industry before a meeting of the General Freight Traffic Committees of the Eastern Railroads and the Southern and Illinois Freight Associations. The appeal was made for continuing of the present rates in L.C.L. Column 57 application to candy and confectionery and related articles until such time as the pending uniform classifications are amended to substitute and provide for a Column 60 rating instead of the Column 65 rating now proposed by the railroads.

• Speaking before the 21st National Packaging Conference and Exposition held recently in Atlantic City, Norman S. Rabb, Vice President in charge of sales for Stop & Shop, Boston, said, "If I were a candy maker, I would want to make sure that my product could sell for 29 cents instead of 35 cents, even if it meant packaging 13 ounces instead of a full pound."



# Candy PACKAGING

SUPPLIES • SALES AIDS • MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE MANUFACTURING CONFECTIONER

## Foil for Candy Packaging

By CLARA BALDWIN

*The Manufacturing Confectioner*

**Being both functional and decorative, metal foil wrappings have proved to be invaluable in many phases of confectionery manufacture.**

FOIL has two basic functions or distinct purposes in the packaging of candy. First, of course, the inherent qualities of metal foil against light, loss of moisture, radiant heat, and foreign odors make it ideal for the protection of candy. But also, as a second aspect, foil reflects about 90 percent of incident light which makes it particularly desirable from an eye-appeal standpoint. It is a glamor item which fashions into an elegant package designed to attract the customer. Candy packages made from foil are being designed and used to utilize both of these characteristics combined or essentially one or the other of them, either functional or decorative.

Examples are legion, used by a great number of candy manufacturers, created and manufactured by a

number of different foil converters and package manufacturers.

Prior to the war, Reynolds Metals concern reported that the candy industry ranked second among all industries using their aluminum foil. The war situation and restrictions, of course, have made inroads into the availability of foil for the candy industry, but hope is in sight. There was some easing reported in the second quarter, and more promised for the third. And new designs with foil are being created continually. Take for example the new package, designed for eye appeal: a handsome box cover of embossed gold foil printed with green and red, created by Foilcraft Printing Corporation.

According to a statement carried in a business magazine sometime ago, Walter Baker Company was prob-



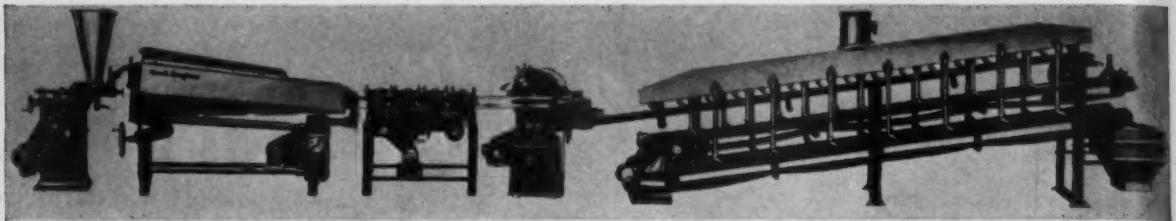
Foil covered box designed by Walter Landor & Associates for Brown & Haley of Seattle.

ably the first to market chocolate candy in foil, if not the first to use metallic foil in any packaging purpose. In 1840 that firm packaged cocoa sticks in tin foil, and in 1849 they introduced the Caracas bar wrapped in tin foil and were wrapping that same bar in bright printed aluminum foil at the time the article was written.

### **Foil Deflects Heat**

Protection-wise, foils are a perfect for candy. Among other things foils deflect heat, so that in a test Foilcraft made with candies wrapped in paper against others wrapped in foil, the temperature was lower in the packages wrapped in foil—with the heat reflected away from the contents of the package.

In a test run by a fixture company using Reynolds Metals Company's product Reyseal on air temperature versus product temperature, a number of interesting facts were discovered which might prove of value to the candy industry. The packages tested were different colors as well as different materials: both metal foils and regular lightweight paperboards car-



Center Filler  
27-C

Batch Former 19-E

4-step Sizer 65-B Super Rostoplast 96-A

3-way Cooler 71-B

THE HANSELLA COMPLETE PRODUCTION LINE

# At the SHOW

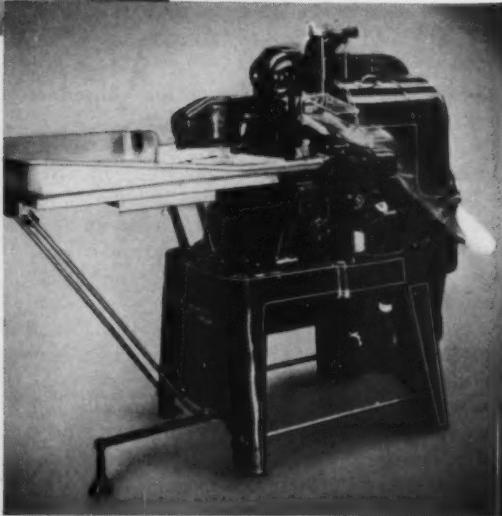


MODEL 26-D

Wraps chocolates and other items, such as buttered goods, of different shapes and sizes—ovals, crescents, rectangular pieces, etc. The machine can be adapted to foil, cellophane or waxed paper. Change from one size to another is easily made.

Folds are under the candy, cellophane or waxed paper being heat-sealed. Folding boxes can be supplied for rectangular pieces, providing neat folding. Also, the machine can be equipped with a photo-electric registering device for printed wrappers.

The feed is a disc having 24 pockets. Candy is discharged on a belt conveyor and short delivery chute. Speed, 100 to 120 pieces a minute.



MODEL 22-B

This machine wraps soft center pieces as well as hard candy in ball shape, cylindrical or cube shape. Also handles small pops.

Forms an extremely tight fan-tail twist by means of electrically-heated twisters. Adaptable to cellophane, waxed paper and reinforced foil. On hard candy a printed understrip with a transparent overwrap may be used.

Easily adjustable for different sizes. Speed, 120 to 160 pieces a minute.

## PACKAGE MACHINERY COMPANY

Over a Half Billion Packages per day are wrapped on our Machines

tons. Foil wrapped cartons, whether gold or silver, showed no differential in temperature throughout the test. But all the paperboard cartons permitted light to enter and radiant heat penetrated the package, thus raising the product temperature above that of the air temperature outside. The lighter the color of the paperboard carton, the more radiant heat penetrated the carton. Foil permitted no light to enter the package.

Today, aluminum foil has practically replaced the other metal foils of tin, lead, and zinc in the packaging industry, hence most of the foil discussed here is the aluminum foil rather than the other types.

To a certain extent, at least, foil can be tailored to fit necessary packaging requirements. In other words, aluminum foil comes in a range of gauges from 0.006 in. to 0.0003 in., in widths up to 54 inches. The Aluminum Company of America states the most commonly used gauges for packaging purposes run from 0.0015 in. to 0.00035. Alcoa calls any aluminum sheet of less than 0.006 in. in thickness a foil.

Orville K. Schmied says in his article on Metal Foils: "Although the general characteristics of foil and the many foil combinations may be well known generally, it is recommended that accelerated laboratory and shelf tests be conducted in conjunction with the specific product to be packaged. It is also advisable to conduct shipping tests to learn the efficiency of the packaging medium when subjected to the rigors of transportation."

#### Cold Rolling

In an article written by Junius D. Edwards, assistant Director of Research for the Aluminum Company of America, and D. B. Strohm, Supervisor Chemist of that company's packaging laboratory, these authors state: "The reduction of sheet aluminum to foil gauges is accomplished by cold rolling and this cold working of the metal increases both strength and hardness. This, however, is accomplished with a loss of ductility and for most applications aluminum foil is annealed to put it in the soft condition. The tensile strength of annealed aluminum foil 0.001 in. thick is about

8.5 lbs. per inch of width. The annealed foil is dead-folding, which is an advantage in many packaging operations.

"With constantly increasing interest in the storage of products at low temperatures, it is important to know that aluminum foil does not become brittle at low temperatures. In fact, recent measurements show that aluminum increases in strength and ductility as the temperature is lowered, even down to minus 320 deg. F.

"The tearing strength of the thin gauges of aluminum foil is relatively low; however, by bonding aluminum foil to other materials, such as plastic films, paper and paperboard, a laminated product can be produced which has good strength and resistance to tear."

In the same article, these men say: "An outstanding development of modern packaging practices is the control of the gas and moisture contained within a package." Generally that means control of moisture content, but includes packaging in controlled atmospheres which contain carbon dioxide, nitrogen, etc.

While aluminum is impervious to gases, not all gauges of aluminum foil have a zero water-vapor transmission. Foil in thickness below about 0.0015 in. will contain minute pinholes which may permit an appreciable rate of moisture diffusion. As the foil thickness increases, the number of pinholes in any given area decreases. Mr. Strohm and Mr. Edwards write that in the case of aluminum foil laminations "the mechanisms by which water vapor penetrates foil and plastic films are quite different. In the case of aluminum foil, water vapor penetrates by diffu-

sions, but only through openings such as pinholes." While in the case of plastic films, "water vapor penetrates through the whole area of the film by solution in the plastic and diffusion from one side to the other." Hence, "because of the difference in the method of penetration, combinations of aluminum foil and plastic sheeting offer very effective barriers to water-vapor and gas transfer."

#### Test Wrappers

In tests made with one pound chocolate nut fudge bars using six different types of wrappers and stored for 25 days, these two men obtained the following data: the bar wrapped in plain waxed paper with a glassine outer wrap showed the largest weight loss after storage, which coincided with the lowest flavor rating and poorest appearance. It was stale in taste, appeared hard and dry with surface crystallization along the ridges.

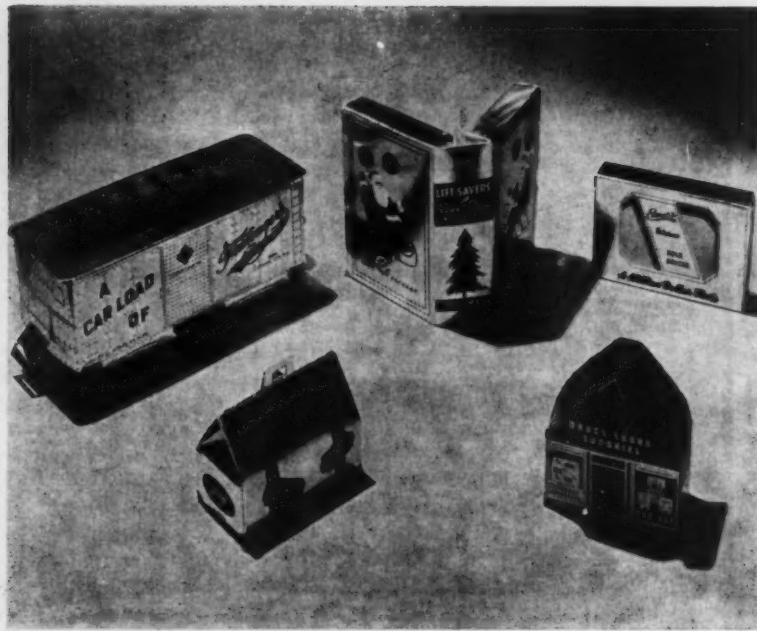
Mold was on none of the bars.

A laminated foil wrapper, heat sealed, showed the best performance on all counts. Yet, each of the five bars with wrappers which employed aluminum foil had a soft, creamy texture and was free from staleness.

In another test for odor penetration, sweet milk-chocolate bars were wrapped in various ways and stored in desiccators containing cotton mois-

Examples of foil used in candy Packaging by the Folcraft Printing Corporation.





Novelty packages designed and developed with foil covering by Robert Gair Co., Inc.

tened with turpentine, in one case, and strong peppermint in the other. The bars were removed, unwrapped, and tasted at periodic intervals. Bars wrapped in paper absorbed foreign odors in a matter of hours, whereas aluminum foil wrappers kept the odor out for days.

A test on cough drops against extreme conditions showed that an aluminum foil glassine laminate wrapper held the cough drops with no disintegration in an atmosphere of 100 deg. F., and 90 percent relative humidity even after 90 days of storage.

#### **Foil Laminates Developed**

While metal foil is nontoxic, odorless, vermin proof, lightproof, unaffected by oils and fats, it is nonsealing. In the main, that property has been laminated through the development of foil combinations—the combinations of foil with heat-seal coatings, films, waxes, and papers. These combinations have all the properties of foil yet will heatseal and have the necessary characteristics required by high-speed automatic packaging equipment.

One such laminate is the Reynold's Reyseal mentioned above. Fundamentally Reyseal is a thin sheet of metal cemented firmly to a supporting struc-

ture of paper and wax combined in a manner which provides for a reinforced heat-seal. The foil is laminated to a base paper with glue adhesive, then a substantial film of special wax is applied to the base paper and in turn becomes a carrier of a light weight porous tissue, superimposed under pressure on the waxed surface. The tissue constitutes the outer sealing surface of the Reyseal.

The wax melting through the tissue oversheet when heat is applied to the foil surface, effects a fibre reinforced seal with any suitable contact surface, particularly with itself, or the opposite metal side. The surface does not become adhesive until heat is applied, hence there is no blocking or offset.

The wax forms a moisture-proof barrier with a good adhesive character which is neutral in odor and taste, entirely sanitary and harbors no contaminating bacteria.

#### **New Laminate Tested**

In test with candy fudge under dry storage condition, held for three weeks at 100 deg. F. and 30-40 percent relative humidity, the fudge wrapped in Reyseal showed a .79 percent weight loss (moisture), compared with that wrapped in unlaminated foil where the weight loss was

2.82 percent and unwrapped with a 3.68 percent weight loss.

Cough drops held for 33 days in wet storage conditions at 100 deg. F. with 90 percent relative humidity showed a weight gain (moisture) in those packaged in a Reyseal overwrapped carton of .57 percent. While those in a regular film wrapped carton showed 5.24 percent weight gain.

R. T. Clark who is now in charge of the foil sales division of Robert Gair Company, Inc. but was formerly with the Reynolds Metals Company helped develop cartons incorporating Reyseal. While those cartons are not now on the market, due to current curtailments of materials, eventually they will be back again. As a development in aluminum packaging, they provide a positive moisture-vapor barrier. It was not necessary to use liners or overwraps with the Reyseal carton in order to preserve product freshness, since the carton itself is a heat-sealing medium, capable of a tight seal. It was publicized as ideal for packaging cough drops, candy and confectionery items, among others.

Once more, too, we come to the eye-appeal aspect, since the carton with its foil surface was an eye catcher. Added to that it could be multi-color, gravure printed.

Foils may be printed by either gravure or letter press. Gravure is particularly excellent with foil.

#### **Eye-Appeal Important Factor**

With Robert Gair, Mr. Clark is concentrating on the eye-appeal aspect of packaging with foil, and has developed a number of novelty ideas geared to spur sales. One of the latest is an Easter egg crate in gold foil, made on the pattern of commercial egg containers but of gold foil for glamor. A unique book carton, multi-color printed and embossed, developed for one leading manufacturer has been used very successfully as a holiday package for mints.

Other examples have been a folding carton in the shape of a miniature boxcar for packaging salt water taffy. Mr. Clark feels there is a new medium for merchandising with novelty packaging, and finds foil is especially adapted to novelty items, since the surface lends itself to unique design. In designing with foil, he works to keep most of the surface free from ink, thereby utilizing the



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natural surface quality of the foil and its eye-appeal.

Mr. Clark states that foil cartons lend themselves to all automatic packaging operations, with proper adhesives, on standard loading and sealing machines.

#### Functional and Decorative

In general, aluminum foil lends itself to a wide selection of designs. Foilcraft has worked out designs with varying colors and varying embossing patterns. Certain of the embossed patterns are specially designed to fit the particular needs of a customer. One pattern resembles a fine gold mesh, designed for a bar wrapper, and after machining the sheet is extremely soft and pliable, with almost the workability of mesh as well as the appearance of it. The texture is dulled, giving a richness of feel and quality.

Hence, foils can run the gamut from the novelty package to the most elegant; can utilize the full shining surface of the metals in silver, gold, or an endless array of colors. It can be printed full surface or with only strips or patterns of the foil left

visible. It can be fashioned or ordered fully annealed and very soft, or hard and metallic, in varying gauges and widths. It can be laminated or plain with the thinner sheets interleaved for greater efficiency and speed in handling. It can be designed in an endless range of embossed patterns. Foil packagings come in an infinite variety of forms and styles, in wrappers, boxes, bags or folding cartons, designed to fit individual packaging needs and tastes, for eye-appeal and for protection. Yet even the foil packages chosen exclusively for eye-appeal have the added asset of extra protection over regular boards and papers, and the same time, those selected for their protecting qualities contribute to the appearance of the package. Foil has both qualities, both functional and decorative.

#### Storm Responsible for Taffy

Now as well known in Atlantic City as it's famous Boardwalk, salt water taffy originated in that resort city as far back as 1883.

In that year a howling nor'easter bore down on David Bradley's little

Boardwalk candy kitchen, and the pounding surf almost demolished the kitchen and inundated the stock of taffy.

Not surprising then that next day when the stand opened for business (not quite as usual), the confectionery tasted a little on the salty side. But the enterprising concessionaire announced the fact honestly, "It's salt water taffy today."

Kids and grown-ups flocked to the stand to buy the new product, and its popularity has continued through the years. Now each mid-summer day sees approximately 25,000 one-pound packages mailed by visitors to the folks back home.

Today's manufacture of the product includes the use of the latest equipment for pulling, wrapping and packaging—a far cry from the original methods when husky college football players on summer vacation were dressed in white uniforms and gloves to work the batches of taffy in view of the boardwalk strollers. It was a happy pastime for the crowds that gathered to watch, but today's methods seem more sanitary and productive.

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These attractive packages are representative of fine folding cartons Empire Box is producing for leaders in industry.



## Prize Packages

In the 1952 Carton Competition sponsored by the Folding Paper Box Association of America, several well-known confectionery firms' packages win awards. The judges in the "Best Artistic Design" classification shown examining an entry are Leo McDonald, Custom Exhibits, Inc.; William Chadsey (holding box), Foote, Cone & Belding; and J. O. Reinecke, Reinecke & Associates.

First award in the Best Artistic Design competition went to the Blum's Family Group as did the first award in the Confections Group. Both of the Blum entries were manufactured by Fleishhacker Paper Box Company of San Francisco.

Honorable Mention for one-color printing was given the Hudson candy box by Paper Package Company; second award in the confections group went to the Champ Gum Ball Bank by Ace Carton Corporation, who also made Mrs. Stevens' box which was selected for honorable mention for design.

Other honorable mentions were given in the confection group to Miss Saylor's for the bunny and clown display cartons by Fleishhacker, and the New England Confectionery Company for the Necco window boxes from Container Corporation of America.

# A.M.A. Holds Exposition of Packaging

THE 21st A.M.A. National Packaging Exposition came to a close in Atlantic City on April 4, after an all-time record of over 21,500 representatives of companies in every type of industry had viewed the latest developments in packaging materials, methods, machinery, equipment and services. This attendance figure represents an all-time high record. More than 325 companies utilized over 100,000 square feet of space in the Atlantic City Auditorium to present the machines, equipment, materials and services for packaging, packing and materials handling of both consumer and industrial products.

Lawrence A. Appley, president of the A.M.A. described the show as the "largest, most inclusive and most successful in the entire 21-year history of the annual event."

On the basis of attendance and business done at the exposition, a record year for all phases of the packaging industry was forecast by officials of many of the leading exhibitors. The supply outlook for packaging materials was seen as favorable in almost every case, with manufacturers and designers convinced that the days of shortages and substitutes are just about over. No substantial delays in deliveries of materials or machinery were contemplated by most companies.

Sales of packaging machinery were reported as unusually heavy, with visitors evidencing a broad interest in displays featuring improved operating efficiency. Throughout the Exposition, exhibits featured new products and new applications of the not-so-new—with the primary emphasis on selling. With a more abundant supply of materials and innovations in product and package design receiving the play, salesmen were going away with orders for everything from plastic bottles to "jet propelled" cans and phenol plastic foam to heavy-duty labelling machinery.

To show the wide range of packaging activities encompassed in the operations of individual companies, one official explained that his organization packaged everything from sheep manure to champagne.

An increasing trend was noted towards packaging for self-service, in exhibits at the Exposition and by speakers at the Conference. Giving added emphasis to this trend, one exhibit featured as its theme "The Package is the Retail Salesman," noting that the declining technique of personal selling at the retail level has forced manufacturers of everything from cleansers to macaroni to redesign their packages to "sell themselves," using all the techniques of eye-appeal, convenience and utility towards this end.

In the food line, new developments ranged from frozen strawberry shortcake to individual "portion-sized" packages of jams and jellies. Several companies, recognizing the trend towards smaller families, displayed "fractional packages"—individual film-wrapped packages of crackers, cookies, pretzels, cereals, etc., within a mother package. "This relatively new development not only offers added convenience to the user," an official noted, "but preserves the freshness of the contents beyond anything heretofore possible." Marshmallows now come in this form, as do half-loaves of bread individually wrapped to make the market loaf.

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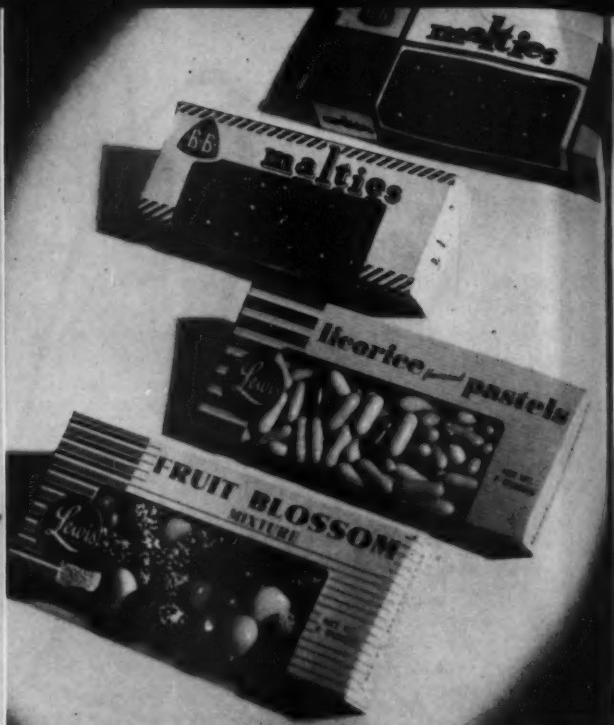
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Window Box Packages of the type examined by the Panel.

# Candy Packaging Clinic

The purpose of this panel was to analyse and comment on candy packaging as it appears in the chain grocery store. For this reason, the types of packages were limited to the six bar pack, and the window box, styles that are most representative of food store packaging.

## THE WINDOW BOX

The window box is almost the universally preferred type of package for a product selling in the price range of 19c to 39c with the 14c cost 19c retail still way out in front. There are some very sound merchandising reasons for this preference such as, the stacking advantage, brand identification, the appetite appeal, possibilities for design and color, and the protection of contents. Few packages take maximum

advantage of all of these potential selling points, but the possibilities are there.

The window package may be stacked with the top facing the consumer or with the front side facing out, depending on the whim of the stock boy. Therefore, the package should be designed to provide all selling elements on both the top panel and the front panel.

The window of the box showing the merchandise is the central theme of the box, giving the candy the all-important "taste appeal". The design of the surrounding box should be as a frame for the candy, to set off the appearance of the candy and to differentiate it from the other packages on the shelf.

The design of the box should also

*The packaging panel of the Candy Packaging Clinic this month was made up of:*

*Mr. Charles Nickel, candy buyer for the H. C. Bohack chain grocery stores.*

*Mr. G. M. Cleland, account executive (A & P candy) Paris & Peart Advertising Agency.*

*Mr. K. Bernhard, package designer of the Lucian Bernhard Studios.*

*Mr. Stanley Allured, editorial staff of The Manufacturing Confectioner.*

correspond to the type and color of the candy showing through the window. The color of the candy can make a two color box appear to have a three color design. However, if the box color matches or comes close to matching the color of the candy, the advantages of the candy color on the box disappears.

It was very forcefully brought out that if a shopper is at all confused about the contents of a package he will not buy. It is very important for the manufacturer to be as specific as possible about the contents, and to describe them as clearly as possible in terms the consumer will understand.

Another advantage of the window box is that it can look the price of the contents. People will hesitate to

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# Riegel

FUNCTIONAL PAPERS FOR PROTECTIVE PACKAGING

► WRITE FOR SAMPLE BOOK

buy expensive candy for gifts in a grocery store. They usually buy candy in grocery stores for home consumption and therefore are a little leery of a very fancy box for fear they are buying mostly packaging. Chain store buyers however are striving hard to change this consumer habit.

The most important aim of candy packaging should be to give the "feeling" of candy. Candy is strictly a food for enjoyment and the packaging should give the impression of gaiety, lightness and pleasure. Summer items especially should reflect this thinking.

The style of the lettering on a package must of course be legible. However, most of the packages give up some legibility in order to gain some gaiety.

The size and shape of the window should receive much more attention than it has had. Most are a rectangular shape and give hard and rigid impressions. Some try to relieve this effect through scallops on the edges of the windows but this is not a very effective method. Actually, the shape of the window can and should be an integral part of the design. It can take any number of shapes, some suggestive of the shape of the candy or related ideas.

One part of the box often overlooked by the manufacturers is the front edge. Often a box is stacked flat with only this edge showing. If the window is not cut down deep enough in front, much of the effect of the window is lost. The cut should be deep enough to give the consumer a good look at the contents regardless of how the boxes are stacked.

A pricing circle is important to avoid unsightly and improper discoloration of an otherwise attractive design.

The brand name and descriptive title of the package should be on every side and should be uniform. One package analysed had a different name on the top than on the front panel. Here continuity is lost and if the consumers see these packages stacked differently, brand identification will be lost. In some cases, the front panel did not carry brand identification or carried it without emphasis.

A visit of artists and manufac-

**THE MANUFACTURING CONFECTIONER** is providing its readers with this valuable information, by bringing together a panel of packaging experts, whose views will be presented as a part of each Candy Packaging Supplement. Readers are invited to submit their packages to the Panel for analysis and impartial comment.

turers to super markets to study appearance, stacking and display methods of store personnel is recommended.

Seasonal colors are very poor for a year round package. An orange and black package will not sell just after Halloween, for it gives the impression of left-over merchandise. For the same reason, the green and red package will not sell just after Christmas.

#### THE SIX BAR PACK

The six bar pack was brought into being to solve a particular problem of the self-service grocery store. Single bars could not be placed on counters because of pilferage losses and therefore were placed behind the checkout or dairy counter, and not only took the time of a clerk or checker to service, but also the all important impulse urge to buy was lost. With the six bar pack, however, the candy can be placed on the regular candy counter, and the customer can serve himself. The manufacturer also benefits, not only through increased sales, but through the better display the six bars give.

In addition, there is a very distinct price appeal to the consumer through the six bar pack. It is easy for him to see the savings of more than the price of a bar when buying six. Undoubtedly, the open faced tray is the best package for this type of pack. The best sales appeal for the customer is the view of the bars themselves. However, it must be remembered that the appearance and sales value of the open tray pack is no better than that of the bars themselves. This makes the bar design doubly important. All multiple bar packs are sold for 23c.

#### Code No. PK5A52

Purchased in: Bohack

#### Milk Chocolate Almond Bars

**Description of Package:** Six bar pack, open face. Cellophane sealed at sides. Bars under cellophane show name of mfg. and contents in blue lettering and lettering in reverse white.

**Weight:** 5½ ounces

**Materials:** cardboard and cellophane

**Design:** Cellophane wrapped open tray. Three bars in two layers, total six bars. White cardboard price tag at bottom center indicating six bars.

**Colors:** White and blue lettering on white.

All six bars should be packed in one layer in all six bar packs for the greatest benefit to the manufacturer. Obviously, six bars showing have twice the display value of just three bars. Consumers buy at a glance, not after close inspection. The tab indicating that there are six bars in the pack is a poor substitute for showing all six bars. Heavier cardboard for backing however, is needed for one layer packing.

#### Code No. PK5B52

Purchased in: Bohack

#### Chocolate Covered Coconut Bar

**Description of Package:** Carton. Three 10c bars in carton, end opening.

**Weight:** 7½ ounces

**Materials:** Cardboard

**Design:** Printed in red and reddish brown. From lower left to upper right is illustration of bar printed in reddish brown. This shows manufacturer's name in reverse white.

**Colors:** White cardboard with red and reddish brown

**Typography:** Poor

**Originality:** Poor

This looks like a box that a jobber would stock, not a retailer. If an open tray holding the bars were wrapped in cellophane, this item would sell much better on sight and value appeal. Much of the consumer advertising this company puts into its product to give it consumer acceptance is lost when the consumer cannot see the wrapper on the bars themselves. While the 3 pack was originated for super markets, the closed carton hurts its mass merchandising appeal.

#### Code No. PK5C52

Purchased in: Bohack

#### Clark Bar

**Description of Package:** Six bar pack, open face, cellophane sealed at ends. Bars under cellophane show name and ingredients printed in red and blue on white paper.

**Weight:** 7½ ounces

**Materials:** Cardboard and cellophane

**Design:** Cellophane wrapped open tray, six bars one layer.

**Colors:** Blue and orange on white.

Very good pack. There is a cutout on the back panel though most consumers probably do not see it. This



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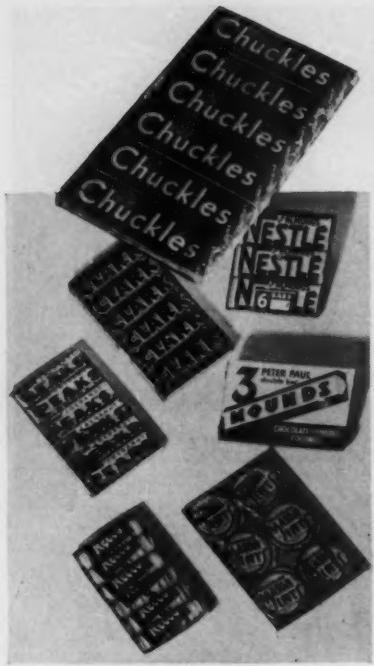
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PAPER



**Styles of Six-Bar Packs**

gimmick would probably be more effective if there were a tag on the front directing the consumer to the cutout on the back.

#### **Code No. PK5R52**

Purchased in: Bohack

#### **Mason Coconut Pecks**

**Description of Package:** Six bar pack, open face, cellophane sealed at ends. Bars under cellophane show trade name and manufacturer's name printed in blue and white on silver paper.

**Weight:** 6 1/4 ounces.

**Materials:** Cardboard and cellophane. **Colors:** White and blue on silver foil. **Design:** Cellophane wrapped open tray, six bars one layer.

Good pack. However, again we say, if the back panel is worth printing, it is worth doing right. This back panel has a poor appearance.

#### **Code No. PK5D52**

Purchased in: Bohack

#### **NECCO Assorted Wafers**

**Description of Package:** Six wafer roll pack, open face, cellophane sealed at ends. Wafer rolls show under cellophane.

**Weight:** 12 ounces

**Materials:** Cardboard and cellophane. **Design:** Cellophane wrapped open tray, six wafer rolls one layer.

**Colors:** Violet on white

The board is very poor quality. The design of the tray is good, particularly the use of the bottom panel.

#### **Code No. PK5E52**

Purchased in: Bohack

#### **Chuckles**

**Description of Package:** Six bar pack,

open face, cellophane sealed at ends. Bars under cellophane show candy. **Weight:** 10 1/2 ounces

**Materials:** Cardboard and cellophane

**Design:** Cellophane wrapped open tray, six bars one layer.

**Colors:** Green and white on clear cellophane

Considered best and most appealing pack in group discussed. Wonderful appetite appeal is given by showing candy as much as possible. Very good brand identification. The six bars give good display and colors of candy stand out nicely. A premium is offered on the back of the backing sheet. Perhaps a tab on the front of the package would draw more attention to this offer and make it more effective.

#### **Code No. PK5F52**

Purchased in: Bohack

#### **Chocolate Mason Mint**

**Description of Package:** Six bar pack, open face, cellophane sealed at ends. Bars under cellophane show trade name, manufacturers name and address and ingredients in blue lettering on foil.

**Weight:** 6 1/4 ounces

**Materials:** Cellophane and Cardboard **Design:** Cellophane wrapped open tray, six bars one layer.

**Colors:** Blue on silver foil

**Comments:** The tray gives a cheap appearance. A very poor board is used, and the corner tapes show it up. The name on the sides of the tray is not the same as the name of the merchandise, this reduces the value of the trade name. The bottom should be more effectively done.

#### **Code No. PK5G52**

Purchased in: Bohack

#### **Panned licorice centers**

#### **Panned jelly centers**

#### **Licorice flavored candy**

**Description of Package:** Window box, end opening.

**Weight:** 7 ounces

**Materials:** Cellophane and cardboard

**Design:** Three packages by one manufacturer with strong family resemblance. Horizontal stripes over all packages, with brand name in circle protruding into window.

**Colors:** Four colors on each package

**Comments:** The products have life and color and the package enhances the appearance of the product. There is a very good appetite appeal in the large windows and gay colors. The colors compliment the product in one box but in the others they compete with the contents. The contents have from six to over ten colors, so the package colors are a problem. Perhaps fewer colors would set off the product better, and a larger design scheme would make the package more attractive from a distance.

A very good cardboard is used. Good family display design but a little hard and grim. Nice use of back panels. One package has different

name on top and front which is a poor policy.

#### **Code No. PK5H52**

Purchased in: Bohack

#### **Chocolate Covered Cream Whips**

**Description of Package:** Window box, end opening.

**Weight:** 6 ounces

**Materials:** Cellophane and cardboard

**Design:** Scalloped Window. Trade name in left panel with cut of product.

**Colors:** Brown and yellow on white cardboard.

**Comments:** Design is smart. Color is not good in relation to the product. Window is good. The color of the product should contrast with the color of the package. If brown is to be used, it should have a white or a yellow space around it or use green or blue next to window. This could look like a three color package if a color other than brown was used. The bottom panel could be put to some use. The name is completely lost, if it is put under a strong light, the candy cannot be seen through the window because of the dark cardboard under the pieces. If a yellow or white backing was used, this would be tremendously improved. The coloring used does not do anything to attract attention to the candy itself.

#### **Code No. PK5I52**

Purchased in: Bohack

#### **Cocoanut Miniatures**

**Description of Package:** Window box, end opening.

**Weight:** 8 1/2 ounces

**Materials:** Cellophane and cardboard

**Design:** Unconventionally shaped double window in center. Brand name in upper left corner in circle.

**Colors:** Yellow and brown

**Comments:** Over-all design is jumbled. It doesn't give the impression of quality, in color selection or originality. The title is good. Typography is legible. Brand identification is poor because the design is too commonplace. There isn't any unique identification at all. Actually showing these contents is good. Cut out on front panel is not deep enough. Refreshing to see variation in cut-out design, but here it doesn't fit the over-all design, and appears haphazard. Color is cheap and does not bring out the color of the product. There is no excuse for the prominent display of the box manufacturer's name on the back. It is of no interest to the consumer, and the manufacturer should utilize the back of his package for his own benefit.

#### **Code No. PK5J52**

Purchased in: Bohack

#### **Milk Chocolate Marlonets**

**Description of Package:** Window box, end opening.

**Materials:** Cellophane and cardboard

**Design:** Brand name running across

upper center. Window in center showing product.

**Colors:** Yellow and brown on white cardboard

**Comments:** It is not an unusual package. The design is a confused one. It gives a rather cheap appearance. The all-over design is very poor. If the white was run out to the edge, it would have more distinction. The title "milk chocolate" is not appropriate as it is not milk chocolates that is being sold. The choice of yellow and brown are very poor. Actually there is too much white on this package. This is a very attractive product. The box design should be just a frame for the window, and should contain just a brand name in as simple a design as possible. The trade name should be emphasized for repeat sale purposes. The cut out should be deeper on the front panel. If this package is stacked flat, the appetite appeal is lost, as the window is lost.

#### Code No. PK5K52

Purchased in: Bohack

#### NEECO Mint Puffs

**Description of Package:** Window box, end opening.

**Weight:** 7½ and 6½ ounces

**Materials:** Cardboard and cellophane

**Design:** Trade-mark on left side of cook with brand name in center of cook. Description of product on top of window in center. Price circle upper right corner. Two packages with

strong family resemblance. Window is oval shaped with scalloped edges.

**Colors:** Mint Puffs: Purple and green on white cardboard.

Lemon Drops: Gray and red on white cardboard.

**Comments:** Mint Puffs: Colors are distinctly Easter in connotation, a very poor choice for a year-around package.

**Lemon Drops:** Colors did not strike the panel as very appropriate, though they do compliment the yellow of the candy very nicely. The design is fair with good product identification and brand identification. Very good use is made of the side and bottom panels.

#### Code No. PK5L52

Purchased in: Bohack

#### Assorted Jelly Centers

**Description of Package:** Window box, end opening, candy packed in sealed cellophane bag within the box.

**Weight:** 7 ounces

**Materials:** Cardboard and cellophane

**Design:** Panel on left shows trademark and manufacturing name and ingredients in green, lime and white. Trade name in reverse white in upper right center on panel of dark green with contents in lime. Window showing assorted jelly centers in center. The brand mark is good but not recognized by this product. The brand name needs space around it. **Colors:** Printed in lime and dark green on white cardboard. Lettering in

lime, dark green and reverse white. The color dark green is much too dark.

**Comments:** The window is stiff. The scalloped edge does not relieve it. Something different should be tried. Entire package is stiff and cold. None of the friendliness and warmth that candy is supposed to have is present. The color is too dark and too much of it. Brand name is very legible, but not at all understandable. Not one customer in a hundred would know what it means. Confused consumers won't buy, a more descriptive trade name should help the package sell.

#### Code No. PK5M52

Purchased in: Bohack

#### Cream Peanut Clusters

**Description of Package:** Window box, end opening.

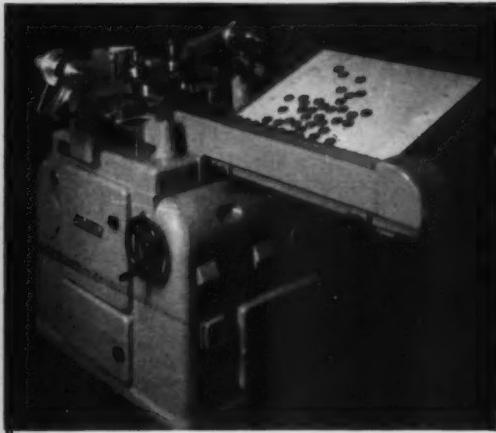
**Weight:** 4 ounces

**Materials:** Cardboard and cellophane

**Design:** Red border  $\frac{3}{4}$ " x 6" on top showing contents in reverse white. Three blue diagonal striped panels, separated by two windows.

**Colors:** Printed in red and blue with reverse white lettering on white cardboard.

**Comments:** The particular shades of these colors are crude. Too many packages are red, white and blue. If it is placed next to another package of the same coloring, it is lost. Insufficient attention to detail of design and color makes this the poorest



Size Range — Millimetres		
	Max.	Min.
Diameter	50	26
Depth	12	5

Send for full particulars of this and many other Sapal machines from the sole distributors for North America:—

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Suppliers of Specialised Chocolate Cocoa and Confectionery Processing Equipment

MIKRO HOUSE

CREECHURCH LANE

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# LYNCH WRAP-O-MATIC

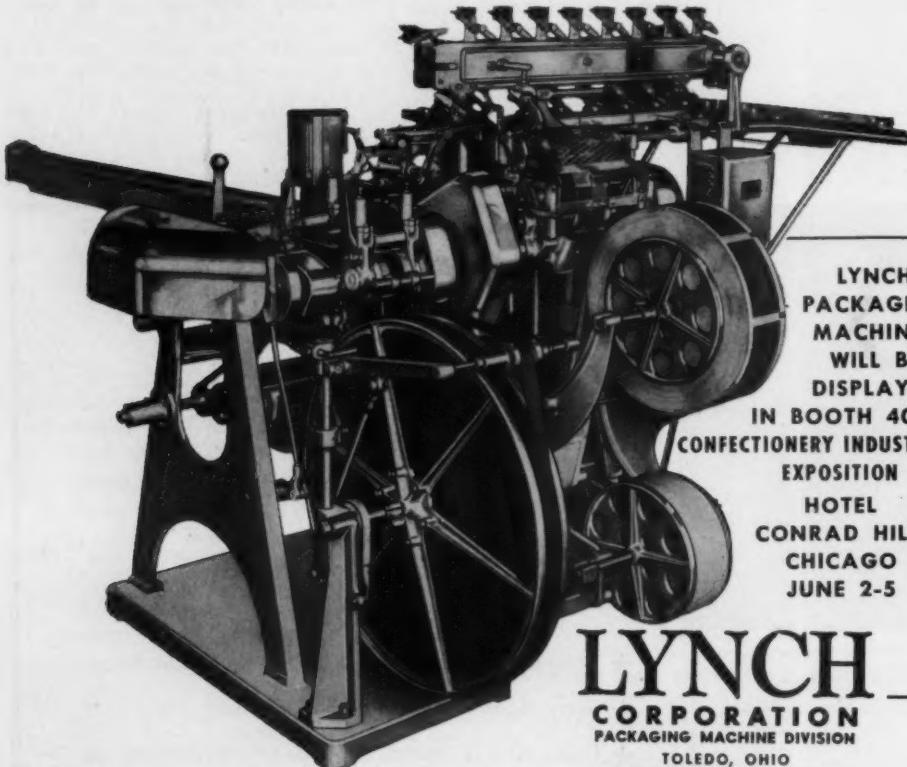
**MODEL RA (or PB) IS YOUR WRAPPING ANSWER!**

For - candy bars...multiple pack bars...

caramels...wafers...mounds...clusters...cups;

Also many items in other fields.

Featuring : Boat or card or no card wrap.



LYNCH  
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MACHINES  
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CHICAGO  
JUNE 2-5

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TOLEDO, OHIO

BRANCHES: NEW YORK • CHICAGO  
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COMPRESSORS



PAR REFRIGERATION  
COMPRESSORS



WRAP-O-MATIC  
CANDY & COOKIE  
WRAPPING  
MACHINES



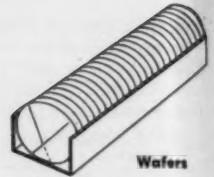
MOPAC  
PAPER  
PACKAGING  
MACHINES



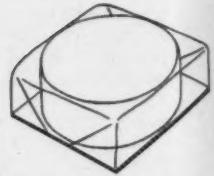
MOPAC  
BUTTER & OLEO  
PACKAGING  
MACHINES



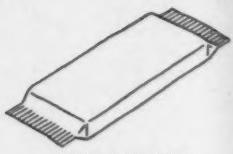
GLASS FORMING  
MACHINES



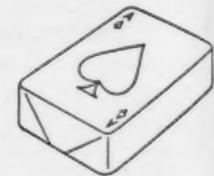
Wafers



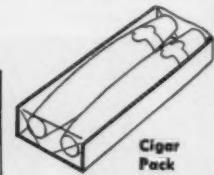
Cup or Mound



Crimped End Bar



Playing Cards



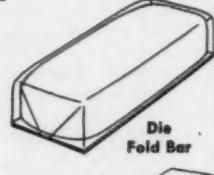
Cigar  
Pack



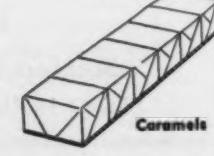
Cake  
Ornaments



Two  
Piece Bar



Die  
Fold Bar



Caramels

over-all design among packages brought up before the clinic. For some reason, the manufacturer preferred not to stress his brand name, this places the box at a disadvantage for repeat sales. It actually does not appear at all on the top or front panels. With the center panel removed, it is a much better looking package as it appears larger.

**Code No. PK5N52**

Purchased in: Bohack

**Licorice Flavored Candy**

Description of Package: Window box, end opening.

Weight:  $\frac{1}{2}$  pound

Materials: Cardboard and cellophane

Design: Black circle on left with trade name in reverse white. Upper center and right in black lettering and reverse white lettering shows contents. Pink vertical stripes across box.

Colors: Printed in black and pink. Pink is lighter shade than candy, giving good display effect. The colors compliment the candy, and emphasize it very well.

Comments: The bottom panel could be much improved, if it's worth printing, it should be pleasing. Over-all design is gay and descriptive. All space used constructively. It has good identity. The trade name is legible, design is good, it is distinctive enough to set this package off among other packages on shelf. Very interesting effect is achieved in stacking these boxes due to careful coordination of design of top and side panels.

**Code No. PK5O52**

Purchased in: Bohack

**Miniture Mint Patties**

Description of Package: Window box, end opening

Weight:  $6\frac{1}{2}$  ounces

Materials: Cardboard and cellophane

Design: Printed in green and brown on white cardboard. Upper left printed in reverse is manufacturers name. Upper right is trade name. Lower left is sprig of mint leaves in green and brown. Lower right is mint leaf in brown and green. The window cut is unoriginal, too general. With a little care the package could have distinction. The back panel looks thrown in without any thought or plan, which gives it a cheap appearance.

Colors: Brown and green on white cardboard. The green is too dark, giving a dead appearance.

Comments: The colors on this box are for a winter design. In order to bring out the brown, blue might be used somewhere on the package. A fresher green and brown would help.

**Code No. PK5P52**

Purchased in: Bohack

**Malted Milk Balls**

Description of Package: Window box, end opening

Weight:  $4\frac{1}{2}$  ounces

Materials: Cardboard and cellophane  
Design: Trade-mark in upper left corner with reverse lettering in white. Trade name in upper right center. Border top and bottom striped.  
Colors: Reddish brown on white cardboard.

Comments: It is cheap in appearance and ineffective in a self-service store. Brand identification is good. Design is poor. Color is poor and poorly used. A poor grade of board is used which looks gray.

**Code No. PK5Q52**

Purchased in: Bohack

**Malted Milk Balls (new box)**

Description of Package: Window box, end opening.

Weight: 6 ounces

Materials: Cardboard and cellophane

Design: Colored rectangles separated by black lines. Trade name in upper center rectangle is black. Brand mark upper left rectangle printed in black and reverse yellow. Contents lower left rectangle printed in black. This design is based on a type of modern art. It is admittedly a good eye-catcher, but does not give the "feeling" of candy.

Colors: Yellow, red, blue, black on white cardboard. The choice of these colors though better than the old box are still bad. They give cold, almost sterile and cheap appearance.

Comments: Brand name hard to read. Box looks stiff and rigid.

**LOWER COST  
AND  
SMOOTHER BOTTOMS  
ON YOUR PIECES  
ARE THE REASONS  
FOR THE WIDE USE  
OF  
"AGATE"  
DIPPING PAPER**

**USE IT OVER  
AND OVER  
AND OVER  
UP TO 10 TIMES  
AND MORE**

**STRONG BACK—  
SMOOTH, HARD  
SURFACE**

**SAMPLES FREE  
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PAPER CORP.**

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**FANCY PAPERS FOR  
WRAPPING AND  
LINING BOXES  
CHOCOLATE LAYER  
BOARD**

**PRIVATE DESIGNS  
MADE TO ORDER**

*Sample books on request*



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metal containers are proving their worth more and more to the merchandiser and consumer.

the durability of a metal container alone saves packaging grief in "breakage" when shipping and handling.

freshness, as well as keeping a product dry, also, are great factors in the growing popularity of metal containers.

our ability to create new designs at your disposal, or your present design can readily be adapted to our line of containers.

stock sizes in plain and lithographed designs also are available.

brochure and quotations sent upon request.



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MANUFACTURERS OF PLAIN AND LITHOGRAPHED CANS  
450 NORTH LEAVITT STREET • CHICAGO 12, ILLINOIS



8

# FROM HORSELESS CARRIAGE DAYS



In a short span of forty long years,  
we have seen the horseless carriage be-  
come a museum piece and the atomic  
energy age a reality. We take great  
pride in celebrating our anniversary and feel sure  
that, through our accomplishments  
from ceaseless effort and acquired ex-  
perience, our future will not be that  
of a museum piece, but of an ener-  
getic organization capable as always  
to continue serving our patrons

Sincerely

Olive Can Company

Chicago 12, Illinois



To Atomic Energy Age



A well planned, efficient candy packaging operation using EXACT WEIGHT end-to-end scale. Powell Candy Co., Minneapolis, Minn.

### Today's Handling and Packaging Problems . . .

The planning stage is the place to cope with labor shortage and cost control this year. How? By skillful use of equipment to cut manpower . . . improve quality . . . cut processing, packaging and handling time. Face the fact of general labor shortage for 1952. Equipment must substitute and since good scales are a vital link in controlling quality, recovering product, insuring uniformity and cutting costs incorporate them in your plans now. Strive for as many laborless applications as possible. You can do this with EXACT WEIGHT "Selectrol", a fully automatic application for volume high-speed check-weighing. A wide range of EXACT WEIGHT Scales are available for semi-automatic packaging and handling. If manual operations are necessary use modern labor saving equipment (as illustrated above) with these famous weighing units. Remember wherever there's industry there's EXACT WEIGHT Scales. You will save time and money by including them in your plans. Write for details.

Sales  
&  
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from  
Coast  
to  
Coast

**EXACT WEIGHT SCALES**  
*Industrial Precision*  
**THE EXACT WEIGHT SCALE COMPANY**

912 W. Fifth Ave., Columbus 8, Ohio  
2920 Bloor St., W., Toronto 18, Canada

# Supply Field News

• The Nestle Company, Inc. is now the official name under which the Nestle's Chocolate Company will conduct business. A merger of associated companies became effective April 1, 1952.

• Penick & Ford, Ltd., Incorporated, has elected Vernon F. Taylor, to its Board of Directors. Mr. Taylor is President of the Peerless Oil and Gas Company of San Antonio, Texas.

• Wilbur-Suchard Chocolate Co., Inc. has appointed the Becker Brokerage Co., 406 Market Street, to act as representative in the sale of the Company's bulk goods in the St. Louis area.

Mr. Sumner H. Bates has been appointed Chicago representative of bulk sales for the Company. Mr. Bates was formerly Assistant Division Sales Manager of bulk goods for Nestle, and eastern sales manager for the Robert A. Johnson Co. of Milwaukee. His new headquarters will be in the Chicago office of Wilbur-Suchard, Room 307, 426 West Erie St.

• W. D. (Don) Schwenger, has been promoted to the position of manager of Clinton Foods' San Francisco office, according to a recent announcement made by H. A. Bendixen, Vice President and General Sales Manager of the Corn Processing Division. The West Coast offices are at 1 South Park, San Francisco.

• Lynch Corporation has elected Mr. Ernest M. Oswalt to the Board of Directors. Mr. Oswalt is Chairman of the Board of Directors of the Campana Corporation which he founded.

• The Nestle Company, through its Bulk Sales Manager, Mr. Thomas F. Corrigan, announces the addition of Mr. Walter F. Ratoff to the sales force in the New York territory.

★ **Sales-building!**  
**Candy**  
**LABELS**  
by **TOMPKINS**  
High Quality  
Low Price  
Quick Service  
Candy Labels of ALL KINDS

MAIL COUPON for complete information  
Please send samples of your "Sales-building" Candy Labels with prices and helpful suggestions.

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Address \_\_\_\_\_  
City \_\_\_\_\_  
Zone \_\_\_\_\_ State \_\_\_\_\_

**TOMPKINS' LABEL SERVICE**  
Dept. K, Frankford Ave. at Allegheny Ave.  
Philadelphia 34, Pa.

• The death on April 16, of Mr. Charles Matthias, of the Matthias Paper Corporation will be mourned by his many friends in the industry.

• P. C. Magnus, President of Magnus, Mabee and Raynard, Inc., is the recently reelected Chairman of the Committee on Public Health and Welfare of the Chamber of Commerce of New York. Mr. Magnus served as Toastmaster for the \$100-a-plate Girl's Town, Inc. Dedication Dinner held at the Waldorf-Astoria in March.

• Sterwin Chemicals, Inc. has named John A. Revord to fill the newly-created post of district manager of the Chicago office. Mr. Revord will supervise sales activities on behalf of Sterwin's products from the company's Chicago headquarters at 445 Lake Shore Drive.

• F. B. Redington Co., 112-N South Sangamon Street, Chicago 7, has just issued its first full-line catalog in half a century. This 32-page illustrated catalog shows their complete line of more than 35 types of automatic cartoning and wrapping machines and all kinds of special packaging attachments.

• The Package Machinery Company of Springfield, Mass. has exhibition booth 301 at the Confectionery Show. Their exhibit will include a complete Hansella Production line comprising center filler, batch former, 4-step sizer, the Super Rostoplast and 3-way cooler, also the latest Forgrave Model 22-B hard candy wrapping machine. Staff members from the Company's various sales' offices will be on hand at the booth.

## Valentine Heart Boxes

in

PAPER—FOIL—SATIN

also

CHRISTMAS  
EASTER  
& MOTHER'S DAY BOXES

Novelty Packages  
Distinctive Designs

CATALOG ON REQUEST

# QUINCY PAPER BOX CO.

QUINCY, ILLINOIS

# Holidays are always here

WHEN YOU PACK IN  
TINS CREATED

by EASTERN . . .

Currier & Ives "Bow" and "Pine Cones"—  
"Orchids"—"Southern Charm"—"On the  
Plaza"—"Old Fashioned Basket"—"Planta-  
tion Romance"—"Joe Palooka Lunch Box"  
—"Back Home"—"England Street Scene"  
and "Swiss Flowers"

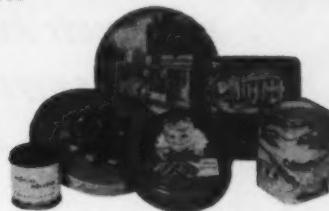
and topping all stock designs our  
New "Gold & Poinsettia" Tin



EASTERN

MAKES PRIVATE DESIGNS TOO!

Outstanding and exclusive . . . especially suited  
to your product . . . round tins, square tins, oblong  
tins . . .



Our creative Art Department will submit  
color sketches upon your request. We can  
reproduce from our design or your color  
art work.

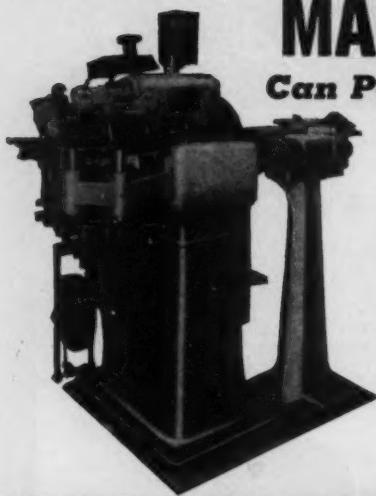
Our experienced sales organization covers  
the country and can give you complete and  
individual service, whether your order is  
large or small, to deliver RESULTS!

→ SAMPLES AND QUANTITY  
PRICES UPON REQUEST.

EASTERN CAN COMPANY

48 KEAP STREET  
BROOKLYN 11, NEW YORK

# JUST 2 PEOPLE and an IDEAL WRAPPING MACHINE



**Can Package 450  
Caramels  
Every  
Minute!**

Yes—that's speed, but DEPENDABLE speed, coupled with smooth, low-cost operation! Only 2 personnel required for this entirely automatic operation!

**WRITE TODAY  
for Important FREE  
Brochures.**

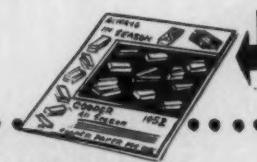
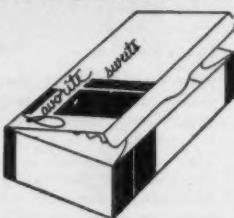
Established 1936

**IDEAL WRAPPING MACHINE COMPANY**

MIDDLETOWN, NEW YORK U.S.A.



**"COOPER-STYLED FOLDING  
BOXES BOOST PACKAGED  
CANDY SALES!"**



Write or wire Dept. "M"  
for Illustrated Price List.

**COOPER**  
PAPER BOX CORPORATION

Dept. "M"

Buffalo 4, N.Y.

- Hudson-Sharp Machine Co., at a recent meeting of its Board of Directors, appointed Mr. C. A. Wetli, Vice President, as their General Sales Manager. Mr. Wetli will direct all of the Company's sales in the future. He has been associated with the Hudson-Sharp company for the past 23 years, and is currently in charge of the Eastern territory.



Mr. Wetli

Rapidly expanding sales volume during the past few years, covering large number of industries, has made it advisable for the company to revise its selling operations.

- Mr. Louis J. Woolf, President and Chairman of the Board of the H. Kohnstamm & Co., Inc., manufacturers of certified food colors and flavors, has just

announced the promotion of four of the firm's members. This is a part of a long-range expansion program now being planned.

Robert A. Phair, who has been with Kohnstamm since, 1912, and has been serving as secretary of the company, has been named a vice president.

Succeeding Mr. Phair as sec-



Mr. Phair

retary will be Paul Kohnstamm, son of the late president. He joined the organization six years ago.

Robert H. Pulver, who has been named as a member of the Board of Directors, will also manage Kohnstamm's mid-western sales operation.

William H. Nelson, with the firm for 30 years, will now assume the duties of assistant secretary.

The Kohnstamm company was established in New York in 1851, and in its more than one hundred years of operation has gained a fine reputation as a leader in its field.

**Milprint** INC.  
PACKAGING MATERIALS  
LITHOGRAPHY & PRINTING

GENERAL OFFICES: MILWAUKEE, WISCONSIN  
SALES OFFICES IN ALL PRINCIPAL CITIES



Mr. Wetli



Mr. Kohnstamm



Mr. Phair

• The Matthias Paper Corporation has recently issued a new catalog and samples of papers available to candy manufacturers. The company's famous Bull's Eye Brand in regular and heavy weights are featured in full color with prices in a separate catalog. Samples and catalogs may be obtained by writing the company, Dept. M-C, 165 West Berks St., Philadelphia 22.

• Mr. F. H. Leonhardt, President of Fritzsch Brothers, Inc., whose company presented the \$1000 Fritzsch Award, honored the 1952 Gold Medal winner, Dr. Yves-René Naves, at a recent dinner in the New York Athletic Club. Dr. Naves is on temporary leave from the Research Laboratories at Givaudan et Cie, Geneva, Switzerland.

• A. E. Staley Manufacturing Company has appointed Robert E. Brooks, Teaneck, New Jersey, as a senior industrial sales representative in its New York office.

Net profits for 1951 were lower for the Staley company, despite sales volume of \$155,868,369, highest in the company's 46-year history. Earnings per share of common stock amounted to \$2.06, compared with \$2.67 in 1950. Profit decline was attributed to higher federal income taxes and to abnormal processing margins.

• Minneapolis-Honeywell Regulator Company has appointed William H. Steinkamp, formerly industrial field sales manager, to the position of sales manager of the industrial division. He succeeds L. Morton Morley, who continues as vice president of the Brown Instruments division.

**GAIR**  
SHIPPING  
CONTAINERS

Eliminate Many  
Hazards of Shipping

Gair Corrugated Containers are so scientifically constructed that they offer the utmost PROTECTION against the many hazards of shipping...truly amazing how they withstand tremendous knocking about and rough usage.

Without obligation Robert Gair offers a helping hand in solving shipping container problems.

WRITE TODAY  
for technical information

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155 EAST 44TH STREET, NEW YORK • TORONTO  
PAPERBOARD • FOLDING CARTONS • SHIPPING CONTAINERS

## Sparkling Packaging Sweetens Candy Sales



making things Crystal clear!



Mouthwatering—that's the way candy should look! . . . that's the way it always looks in sparkling Crystal Tube packages! Crystal Tube's experience, modern methods and known reliability are the sales-making combination for putting eye-and-buy appeal in your candy products. To show your candy at its best—call Crystal Tube today for friendly assistance on your packaging needs. Our ideas and packaging know-how are always available.

\* Inquiries on Military Packaging are invited.



T. M.  
Reg.

**CRYSTAL TUBE  
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Branch Offices in New York, Philadelphia, St. Louis, Minneapolis, Detroit, Louisville, Milwaukee, Dallas and Los Angeles.

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## Shellmar packages move marshmallows faster

There are three mighty good reasons why marshmallow sales have livened up for Luden's. First, Shellmar's bright, "buy-catching" colors attract shoppers' attention . . . second, Shellmar's cellophane packages let them see and feel the fresh, tender goodness . . . and third, these Successful Package Creations bring customers back for more by protecting candy quality from

*Call on a Shellmar Packaging Counselor today, he is a good man to know. His knowledge of packaging materials, design, printing and fabrication is at your service.*

© The Mark of Successful Package Creations

the effects of air and handling. Why not market your confections in Successful Package Creations? Shellmar packages are available in full size, full count rolls, sheets and made up bags . . . in stock designs or your own special design. See your Shellmar Packaging Counselor today, or write direct.

**Shellmar Products Corporation • Mt. Vernon, Ohio**  
Plants: Mt. Vernon and Zanesville, Ohio • South Gate, Calif.  
Mexico City • Medellin, Colombia • Sao Paulo, Brazil



# Distribution • Sales • Advertising

• **Annabelle Candy Co.** is planning an extensive newspaper and radio advertising campaign to promote its Rocky Road candy bar. The new bar has been test-marketed for the past year with no advertising.

• **Peter Paul, Inc.** provided a Broadway parade, entertainment and exhibited a 6½ ton display of Mounds and Almond Joy candy bars at 42nd and Broadway. The spectators were given samples and cards entitling them to a free candy bar for every six purchased.

• **Milprint, Inc.** has provided streamers done in full color for use by retailers to hail the presence of Frozen Milk Shake on a stick and Zero, both products of Hollywood Candy Division, in the store freezers. The Hollywood Company packs one of these streamers in each 24-count box of the two bars.

• **Fannie May Candies** repeated this year for the sixth time their full page color illustration of Easter rabbits and a Box of candy against a background of Mendelssohn's "Spring Song." The ad appeared Friday, April 11, in the Chicago Tribune.

• **Schutter Candy Division** is now offering retailers 30 cents extra profit on every box of Old Nick and Bit-O-Honey bars they sell. In each box of the two candies they pack three pocket combs mounted on display cards. Each comb can be sold for 10 cents.

• **Cobbs Honeysuckles**, thin-shelled balls filled with orange blossoms honey, have been introduced into northern markets by Henry Cobb of Indian River, Florida, a well-known name to buyers of citrus fruits via mail order.

• According to a recent survey conducted by the National Association of Tobacco Distributors, Inc., America is buying more sweets than ever before. Last year in this country more than a billion dollars were spent for candy and related products.

• **Martha Washington Candies Company**, Chicago, will soon be bringing its products direct to the consumer by means of a chain of drive-in outlets to be opened throughout the country.

• **Life Savers** and safety matches are being used as gimmicks to introduce the new Life Saver tubeless tire by B. F. Goodrich Company. Newspapers and magazines are carrying the advertising campaign.

• **Rockwood Co.**, through its agency Young & Rubicam, has planned a record advertising program during the second quarter, using newspapers, radio, and trade publications. Rockwood wafers and bits will be featured.

• **Topps Chewing Gum Co.**, Brooklyn, has announced that it expects soon to be producing anti-

biotics and other therapeutic medicaments in the form of candy gum.

• Candy merchandising in super-markets has been under considerable discussion of late. There seems to be agreement among store owners and operators that one of the best methods of selling candy in their stores is to distribute the displays throughout the store, rather than pile all the products at the check-out counter. As one food store operator put it, "The more candy displays you have in the store, the more you sell."

• A jelly bean "shower" in Worcester, Mass., provided mighty good pickin's for a group of youngsters gathered when a department store window packed to a height of six feet with the candies burst under the weight.

• **Fred Levy, President of Blum's of San Francisco**, thinks there's no better way of knowing what the customer wants than going right to the horse's (we mean kiddies') mouth. Thus a recently formed Board of Directors for his famous establishment is membered entirely by the pigtail-and-shortpants set. His first "Board" has been elected and installed into office—the names reading like all the familiars of Hollywood, with film colony small fry well represented.



Columnist Sheilah Graham and children Wendy and Robert Westbrook help themselves to cake and ice cream at the "Smorgas-Blum" held for more than 450 Hollywood celebrities to mark the installation of a junior board of directors for Blum's of San Francisco. The party was held at the company's store in Beverly Hills.

# National Advertising

The following National Advertising listings have been compiled and arranged as an informative service to the confectionery industry.

Information on magazine advertising expenditures is printed by The MANUFACTURING CONFECTIONER with the special permission of Publishers Information Bureau.

The radio advertising table is compiled and arranged by the staff of The MANUFACTURING CONFECTIONER from network and private sources.

These listings have been a regular feature of The MANUFACTURING CONFECTIONER publications since May, 1951.

## Magazines

FEBRUARY

Advertiser	Magazines	February Expenditure	Total Jan.-Feb. 1952	Total 1951
<b>Fred W. Amend Co.</b>	Last advertised in January, 1951 .....	\$	\$	\$ 1,195
<b>Barracini Candy Co.</b>	Last advertised in April, 1951 .....			3,170
<b>Beech-Nut Packing Co. (Beech Nut Gum)</b>	Better Living—2,900; Everywoman's Magazine—2,300; Woman's Day—6,320 .....	<b>Total</b>	11,520	36,830 112,555
<b>Blumenthal Bros.</b>	See April, 1952 issue .....			1,250 2,605
<b>Blum's Confectionery</b>	New Yorker Magazine .....	328	656	3,406
<b>E. J. Brach &amp; Sons</b>	See February, 1952 issue .....			124,897
<b>Brown &amp; Haley Candy Co. (Almond Roca)</b>	See March, 1952, issue .....			21,750
<b>Candy Pack, Inc. (Swedish Mints)</b>	Last advertised in August, 1951 .....			192
<b>The Cracker Jack Co. (Campfire &amp; Angelus Marshmallows)</b>	See April, 1952 issue .....		10,415	57,689
<b>Cresca Co., Inc. (Lindt Candy)</b>	See March, 1952, issue .....			7,575
<b>Cresca Co., Inc. (Pascall Candy)</b>	New Yorker Magazine—817; New York Times Magazine—787 <b>Total</b>	1,604	3,055	3,981
<b>Crosses &amp; Blackwell, Inc. (Kieller's Candy)</b>	See March, 1952, issue .....			8,417
<b>Curtis Candy Co.</b>	Better Living .....	5,475	9,325	113,308
<b>DeMet's, Inc. (Turtles)</b>	See March, 1952, issue .....			25,980
<b>Flavour Candy Co.</b>	See January, 1952, issue .....			455
<b>Frank H. Fleer Corp. (Fleer's Bubble Gum)</b>	Collier's—2,286; Life—4,970; Look—2,990; Saturday Evening Post—3,400 .....	<b>Total</b>	13,646	24,449 72,720
<b>John O. Gilbert Chocolate Co.</b>	Gourmet .....	660	660	4,840
<b>H. Hamstra &amp; Co. (Droste Chocolates)</b>	New Yorker .....	278	278	2,411
<b>Henry Heide, Inc.</b>	Life—2,485; Look—1,495 .....	<b>Total</b>	3,980	8,165 57,300
<b>The Kroger Co.</b>	See January, 1952, issue .....			2,460
<b>Liberty Orchards Co. (Aplets, Cotlets)</b>	See February, 1952, issue .....			499
<b>Life Saver Corp.</b>	Life—26,900; Look—15,290; Saturday Evening Post—18,810 .....	<b>Total</b>	61,000	122,000 465,565
<b>Mars, Inc.</b>	Collier's—7,100; Look—10,160 .....	<b>Total</b>	17,260	27,420 178,330
<b>National Dairy Products Corp. (Kraft Caramels)</b>	Last advertisement in June, 1951 .....			61,300
<b>New England Confectionery Co. (Necco Candies)</b>	Look .....	8,835	8,835	155,980
<b>Pangburn Co.</b>	Esquire—650; Holiday—585; Look—1,495 .....	<b>Total</b>	2,730	5,460 6,420
<b>Peter Paul, Inc. (Mounds &amp; Almond Joy Bars)</b>	See March, 1952, issue .....			272,217
<b>Planters Nut &amp; Chocolate Co.</b>	Life .....	26,900	27,480	170,396
<b>Thomas D. Richardson Co.</b>	See February, 1952, issue .....			67,130
<b>Rockwood &amp; Co. (Rockwood Wafers)</b>	Life—4,910; Look—2,915; Parade—2,515; Saturday Evening Post—3,365 .....		13,705	19,585 119,685
<b>Safeway Stores, Inc. (Roxbury Candy)</b>	See March, 1952, issue .....			11,700
<b>Frank G. Shattuck (Schrafft's Chocolates)</b>	Saturday Evening Post .....	10,585	10,585	77,330

<b>Sophie Mas Candy Corp.</b>				
Everywoman's Magazine—790; Family Circle Magazine—1,490; Life—1,364; Saturday Evening Post—1,540; Woman's Day—1,655	<b>Total</b>	6,839	7,402	23,729
<b>Russell Stover Candies</b>				
See March, 1952, issue				9,625
<b>Sweet Candy Co.</b>				
Last advertised in March, 1951				700
<b>Sweets Co. of America, Inc. (Tootsie Rolls)</b>				
See January, 1952, issue				43,659
<b>Switzer's Licorice Co.</b>				
Ladies' Home Journal—1,187; Saturday Evening Post—1,232	<b>Total</b>	2,419	5,583	47,150
<b>Vernell's Fine Candies, Inc.</b>				
Life		1,819	4,304	2,485
<b>James O. Welch Co. (Coconut bar &amp; Mint Patties)</b>				
Family Circle Magazine—6,800; Good Housekeeping—787;				
Life—38,620	<b>Total</b>	46,207	46,207	164,934
<b>Stephen F. Whitman &amp; Sons, Inc.</b>				
Life—26,900; Saturday Evening Post—18,810	<b>Total</b>	45,710	64,520	398,230
<b>Wilbur-Schardt Chocolate Co., Inc.</b>				
See March, 1952, issue				44,400
<b>R. C. Williams &amp; Co., Inc. (Tobler Candy)</b>				
Gourmet—192; New Yorker—788; Sunset Magazine—385;				
Town & Country—138;	<b>Total</b>	1,503	2,151	5,753
<b>William Wrigley, Jr., Co.</b>				
Better Living—3,860; Everywoman's Magazine—3,450; Family Circle Magazine—7,133; Parents' Magazine—3,850; Today's Woman—2,200; Woman's Day—7,383	<b>Total</b>	27,876	55,752	295,020
<b>Zion Industries, Inc.</b>				
Last advertised in March, 1952				105
Total Magazine Advertising Expenditure		\$310,879	\$502,367	\$3,249,250

## Radio and Television

MARCH

Sponsor	Network	No. of Stations	Time
Fred W. Amend Co.	ABC-TV	5	5 30-min. shows
American Chicle Co.	ABC	252	5 30-min. shows
		241	5 30-min. shows
		268	5 15-min. shows
	Mutual	525	5 5-min. shows
	NBC-TV	183	5 10-min. shows
		182	5 10-min. shows
		186	4 10-min. shows
Gold Medal Candy Co.	NBC-TV	WNBT (Local)	5 15-min. shows
Hollywood Candy Co.	ABC-TV	28	5 30-min. shows
Johnson Candy Co.	Dumont-TV	31	5 30-min. shows
Kraft Candy Co.	Mutual	541	13 15-min. shows*
		532	5 15-min. shows
M. & M., Ltd.	CBS-TV	30	5 30-min. shows
Mars, Inc.	ABC-TV	50	5 30-min. shows
	CBS	153	5 30-min. shows
	NBC-TV	42	9 15-min. shows
Peter Paul, Inc.	CBS	14	13 10-min. newscasts
	NBC-TV	39	4 15-min. shows
Sweets Co. of America	ABC-TV	24	5 15-min. shows
Williamson Candy Co.	Mutual	515	5 30-min. shows
William Wrigley, Jr., Co.	CBS	179	5 30-min. shows
		186	4 30-min. shows
	CBS-TV	9	5 30-min. shows

\*Program is co-sponsored

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welded REPAIRED reinforced

metal coating-bar-hollow moulds

All of our work is unconditionally guaranteed

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## Conventions -- Meetings

May 5-8—Greater Chicago Safety Council, 29th annual Midwest Safety Show, Congress hotel, Chicago, Illinois (Program on safety in confectionery plants scheduled for afternoon session, May 8.)

May 5-16—British Industries Fair, Earls Court, London, England.

May 11-14—National Paper Box Manufacturers Association, 34th annual convention, Drake Hotel, Chicago, Ill.

May 18-21—National Candy Wholesalers Association, annual convention and confectionery exposition, Palmer House, Chicago, Ill.

May 25-28—Flavoring Extract Manufacturers' Association, 43rd annual convention. Edgewater Beach hotel, Chicago, Illinois.

June 1-4—Associated Retail Confectioners, annual convention, Drake Hotel, Chicago, Ill.

June 1-5—National Confectioners' Association, 69th annual convention, Conrad Hilton Hotel, Chicago, Illinois.

June 19-21—Southern Wholesale Confectioners Association, 29th annual convention, George Vanderbilt hotel, Asheville, N. C.

June 19-21—Pennsylvania Manufacturing Confectioners' Association, 41st Annual Meeting, Galen Hall, Wernersville, Pa.

July 5-19—The Food Fair, London, England.

August 12-14—Western Packaging and Materials Handling Exposition, Shrine Convention Hall, Los Angeles, California.

September 14-17—National Automatic Merchandising Association, annual convention, Palmer House, Chicago, Illinois.

October 18—Sweetest Day

October 28—Association of Consulting Chemists and Chemical Engineers, Inc., annual symposium, Hotel Belmont Plaza, New York City.

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*Yes, there's a warm welcome waiting for you at the NCA Show. Visit Suite 2000-01-02A in the Conrad Hilton Hotel . . . we'll be looking for you!*

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*Manufacturers of Cocoa and Chocolate Products  
Philadelphia*

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for preserves, jams,  
jellies, marmalades

CONFECTO-JEL  
for jellied candies

CONCENTRATED APPLE JUICE

APPLE PRODUCTS  
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**CONFECTO-JEL**—a buffered  
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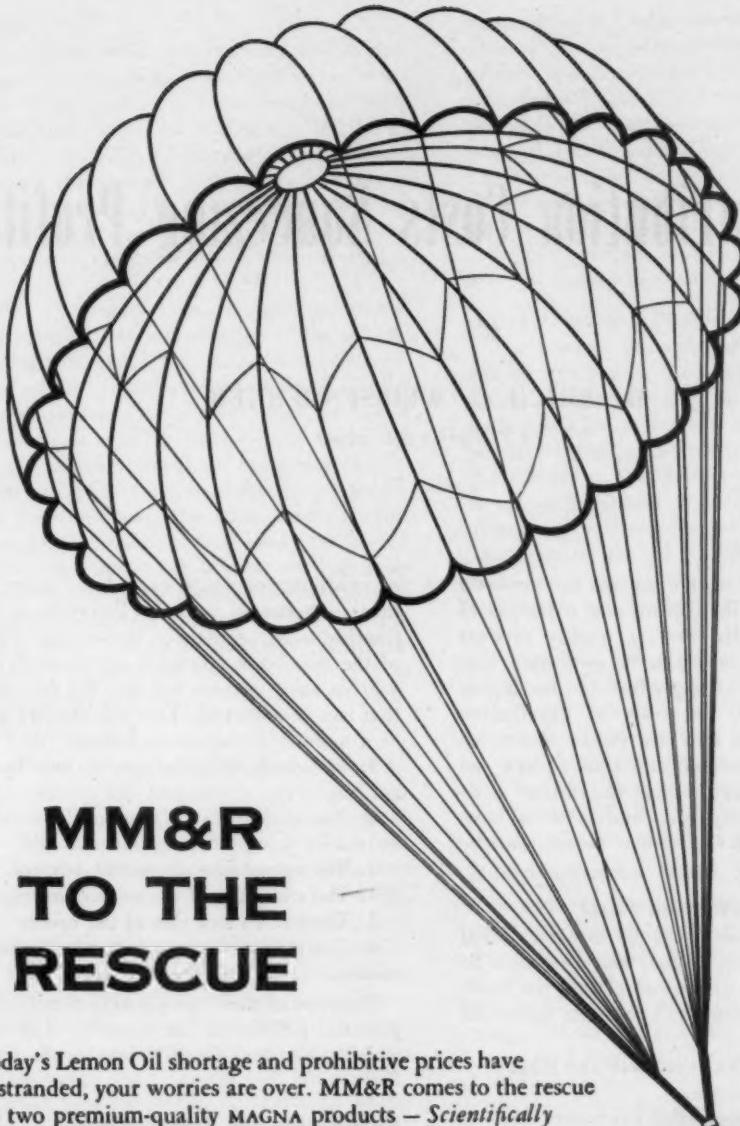
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## MM&R TO THE RESCUE

If today's Lemon Oil shortage and prohibitive prices have you stranded, your worries are over. MM&R comes to the rescue with two premium-quality MAGNA products — Scientifically Manufactured Imitation Lemon Oil Expressed Type MM&R and Imitation Lemon Oil Distilled Type 1952 MM&R. Flavor-wise they are pound for pound the equivalent of Natural Lemon Oil.

Discriminating buyers everywhere insist on, depend on MM&R Imitation Lemon Oils. They know MM&R makes no compromise with quality. They know the integrity of the MAGNA brand under the label, seal and guarantee of MM&R.

MM&R sincerely believes these Imitation Lemon Oils are the finest on the market and invites comparison. Ask the MAGNA man, or write for a FREE sample and full particulars.



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# Are Distribution Costs Squeezing Profits?

By ERICH G. WEISSENBERGER

*A. T. Kearney & Company*

Thus far in this series we have discussed the necessity of planning for profits and the control and reduction of material and labor costs. However, a quality product produced at a competitive cost can be converted into income only by an effective selling effort. In the highly competitive candy business, the costs of distribution must be closely controlled if they are not to absorb an undue share of the gross income and thus squeeze an already small profit. One purpose of this article is to examine the sources of selling costs and to show how, by their control and analysis, undue losses can be avoided.

## **What Is Included In Distribution Costs**

The term "Distribution Costs" usually brings to mind the outlay for selling. However, other expenses must be included to cover the entire process of getting the product from the plant to the customer. A complete list would include the following:

- Salaries of salesmen, sales executives and other sales department employees
- Expenses of salesmen and sales executives
- Warehousing and transportation costs
- Advertising and Sales Promotion expenses

The relationship of these various distribution costs to the income dollar varies with the type of business. No fixed percentage will apply to all companies. Obviously, the proportion should be as low as is feasible for the type of distribution selected by the company.

The best allocation of sales income to distribution is that which provides adequate sales volume at the lowest unit cost. An extremely low expenditure with an adverse effect on the size of sales income may prove as unwise

*This fourth and final article in an exclusive series on cost control has been especially prepared for The Manufacturing Confectioner by A. T. Kearney & Company, management engineers. The first three articles were written by Frank Buese, widely known in the confectionery industry. The first in August, 1951, covered increased income through profit planning; the second, in the November issue, explained increased profits by lower material losses; and in December methods of checking labor costs.*

as expenditures which exceed the point of marginal returns in terms of volume. Determining the proper relationship must necessarily include the definition not only of the maximum allowable distribution expenditures for a given sales volume, but also the degree of effectiveness that can be achieved. This will require a careful analysis of a number of factors including:

1. The profitability of the various items in the product line.
2. The market to be covered, type of outlet and the territories in which the product is sold.
3. The importance of prompt delivery.
4. The efficiency of the selling process.
5. The nature and size of the order.
6. The type and amount of advertising and sales promotion.

Each one of these components of selling costs represents potential pitfalls for the unwary. Any one of them can make substantial inroads into profits if unwisely handled.

## **Eliminating the "Dead Wood"**

Let us take a look at the product line. When was it last examined to determine accurately which products account for the bulk of volume and which are "hangars on" contributing nothing and consuming valuable manufacturing space and selling effort, and tying up capital? A number of items in the "dead wood" category may have accumulated over a number of years. Perhaps originally they were "fad" products designed to meet competitors' ideas. Such items can easily be recognized by the small percentage which they contribute consistently to total sales. They do not belong in the line any more than a worn out machine belongs in the plant. The product here described is not the lusty youngster which is starting slowly, and which is expected to grow with the years.

Records should be available to prepare an analysis showing which items in the line are money makers. This analysis will help set a standard volume for each product below which the item becomes unprofitable. This standard, used frequently, will weed out profit consuming slow movers.

## **Market Analysis**

Innumerable examples exist of companies which have expanded into new markets without due analysis of costs of distribution in them. Such expansions were often made to achieve national distribution or to open new territories to meet competitors' invasion of the company's original markets. Whatever the reason, such moves can prove quite expensive. Proper analysis of transportation costs, competitive position and cost of wide distribution will save much unnecessary expense if done prior to taking the step.

The profitability of a market area should be checked with adequate frequency. An examination of the income from each territory will quickly reveal the "weak sisters." A determination of the reasons why any area is non-productive or non-profitable should, of course, include a study of sales activities or other phases of company activity which might account for those unsatisfactory returns. If nothing can be done to improve the productivity, it may well be eliminated. The wasted selling effort may be more profitably transferred to better territories. If competitors can do a better job because of their location or otherwise uncontrollable reasons a company may be wise to withdraw from the market in order to concentrate on areas where it has the advantage. Gratification of the desire for far flung distribution may cost far more than the profit returned.

## **An Order May Be Costly!**

An analysis of the costs involved in filling an order may disclose that money has been given away with each sale of merchandise. For example, with the narrow margins encountered in the candy and food business, delivery of a five dollar order may consume far more than the amount of profit in the items of which it consists. Consequently, a study of costs to process an order may disclose that sales to certain customers can not possibly be profitable. The results of such analysis probably influenced the decision of many manufacturers to discontinue sales to small retailers. The break-even point where distribution costs and gross profit approach equality will determine the minimum order which can be gainfully executed. All customers should be currently or potentially profitable. If his potential does not warrant calling on him, perhaps the customer can be reached by some less expensive means.

## **Delivery Methods**

Warehousing and careless handling methods frequently are sources of loss. It is comparatively easy to correct factors contributing to merchandise spoilage and excessive returns, but is there not a more profitable way of distributing the product? For instance, are warehouses so located that they provide adequate service to customers? Can they effectively supply retail stores if these are your customers?

In this respect, it may be wise to give some thought to the matter of smoothing out the production curve. This is often done by providing warehousing in or near the plant. A well planned and balanced inventory may relieve seasonal peaks and provide more balanced production without the need for overtime, or sporadic hiring and lay-off of production personnel.

Better ways of shipping merchandise which may prove more economical than the present practices should be investigated and be a matter of constant concern to sales

management. Truck routes should be examined from time to time to be sure they are laid out properly. Do drivers spend considerable time on the road between each delivery stop? The routing of deliveries should not be left to the discretion of the driver but should be well planned, controlled and enforced. Much time and money can be saved by "inverse loading," of orders (i.e. first delivery, last in truck) so that a minimum of time is consumed at each delivery point.

Proper handling facilities and methods in warehouses are obviously a necessity if low costs are to be obtained.

## **Advertising and Promotion**

The benefits derived from advertising and sales promotion are among the most difficult to trace. An indication of otherwise nebulous effects may be had by comparing results in a given market area before and after an advertising or promotion campaign, or by observing the effects on the share of the market obtained by it. A campaign should be well planned, directed at profitable areas and feature the profitable items in the line. The material should be fashioned to reach the desired customer. For example, unbranded merchandise and bulk candy ads are best not directed to the ultimate consumer.

In general, observation of consumer reaction and trends will facilitate determination of the extent of future programs, and show where costs can be reduced. An advertising manager once stated that he knew only half of his advertising did any good, but he did not know which half. This philosophical approach has little validity, particularly in a field where profit margins are small and all unproductive expenses should be eliminated.

## **How Productive Is the Selling Effort?**

A well planned and carefully controlled selling program can help to reduce selling costs and prevent spending in a generally haphazard and random manner. It should consist of certain predetermined performance standards as well as a carefully conceived compensation plan. The latter should help to increase volume and efficiency and assure a maximum return on the investment in organization.

A sound selling program should be founded on a realistic sales forecast based on past experience and conditions as far as they are foreseeable. It should be made by the sales executive to provide a bogey for him and his organization. It also will provide the basis for standards against which performance of the individual and the organization as a whole can be measured. Finally, it will provide the basis for a quota which must be reached before additional compensation can accrue to the individual.

To control and measure sales performance and results such elements as the following should be clearly defined and closely watched:

1. Frequency of territory coverage.
2. Number of daily calls.
3. Number of orders secured.
4. Average value of orders.
5. Average profit per order.
6. Average expense per dollar sold.

These are but a few of the most important elements of control which will provide the tools to find and plug the major profit leaks in selling. Clearly, the first four elements will yield information on the individual per-

formance of the salesmen. A man may make many calls a day, but unless he secures a minimum number of orders of a certain average value he has not produced returns on the investment in him. Frequently salesmen overlook the significance of all four elements as an entity and are inclined to gage their success by only one of them. Effective control is exercised if the sales manager appraises the men of this condition and insists on improvement.

The average profit per order will indicate in what proportion a salesman is selling the profitable items in the line. For example, the man who consistently brings in the small profit orders may be selling the easy items, although he meets the standards of the first three elements.

Lastly, the average expense per dollar sold will point squarely at high spenders. Expense accounts should be sufficiently liberal to allow for normal entertainment costs encountered in all selling. They should not be used to discharge personal obligations, or to support an unwarranted standard of living. Unfortunately, such extravagances are not limited to salesmen in the field. A controlled budget for expenses will eliminate unnecessary costs.

A discussion of the many incentive plans for salesmen's compensation now in operation is beyond the scope of this article. Suffice it to say that such plans, if properly conceived and fairly administered, have achieved worthwhile results. To be effective, a plan should be simple and easily understood and should not involve complicated accounting procedures. The basis of the bonus should be carefully conceived. Vacillating commission rates stifle initiative and usually reveal inadequate planning. An in-

citative program should reflect the salesman's performance on tangible as well as intangible parts of his job, such as sales volume and customer service. A sound incentive program will help to attract and retain the type of man so necessary for a company's continued success by increasing his volume and thus reducing costs per sales dollar.

#### **Control and Reduction of Distribution Costs**

Irrespective of the proportion of income which company officials decide to devote to distribution, the principles of control are much the same. The technique is the establishment of a goal with provision for a budget for salaries, and other expenses after due consideration and careful analysis have disclosed the minimum expenditure required for each of the classifications.

The benefits derived from proper analysis and control of manufacturing costs have long been recognized. The tools of budgets and cost standards are just as applicable to distribution as they are to production. Proper use of them, and an effort to get the most for money spent may make the difference between profit and loss.

#### **Summary**

Effective cost control in distribution is based on adequate analysis and control of factors influencing its various elements. A thorough analysis often reveals better ways of getting the product into the hands of the customer and points out the soft spots in a company's present operation. Control of selling costs is the application of budgeting principles to this area. These tools will help set standards of performance and permit measurement of results against them. If properly administered, they can help to sell more output at less cost.

Week  
Ending

Apr.	18
	11
	4
Mar.	28
Mar.	21
	14
	7
Feb.	23
Jan.	23
Dec.	28
Nov.	30
Oct.	26
Sept.	28
Aug.	31
Jul.	27
Jun.	29
May	23
April	21

<sup>1</sup>Accra, (per dozen f.o.b. south Chicago,

**MERCKENS CHOCOLATE COMPANY, INC.**  
*Manufacturers of Chocolate and Cocoa*

155 GREAT ARROW AVE.  
BUFFALO 7, N.Y.  
VI. 5225

*A Fine Coating for Fine Candies*

**BRANCHES AND WAREHOUSE STOCKS IN**  
**BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE**

# Commodity Market Quotations for Basic Raw Materials

*This table covers one year with the most recent  
quotations on the top line.*

Week Ending	Cocoa <sup>1</sup>	Sugar <sup>2</sup>	Corn Syrup <sup>3</sup>	Eggs <sup>4</sup>	Coconut <sup>5</sup>	Almonds <sup>6</sup>	Peanuts <sup>7</sup>	Pecans <sup>8</sup>	Pepper-min <sup>9</sup>	Lemon Oil <sup>10</sup>	Orange Oil <sup>11</sup>
Apr. 18	36.37	9.23	5.69	.39½	.17	.64½	.21½	.75	7.45	6.00	2.75
11	32.25	9.23	5.69	.38	.17	.64½	.21½	.75	7.45	6.00	2.75
4	38.00	9.23	5.69	.39	.17	.64½	.21½	.75	7.45	6.00	2.75
Mar. 28	36.37	9.08	5.69	.39	.17	.64½	.21½	.75	7.45	6.00	2.75
Mar. 21	38.37	9.08	5.69	.38½	.17	.64½	.21½	.75	7.45	6.00	2.75
14	38.37	9.08	5.69	.36	.17	.64	.21½	.80	7.45	6.00	2.75
7	38.37	8.73	5.69	.36	.17	.64	.21½	.80	7.80	6.00	2.75
Feb. 29	38.37	8.73	5.69	.36½	.17	.64	.21½	.80	7.80	6.00	2.75
Jan. 25	36.25	8.73	5.69	.39½	.18½	.64½	.20½	.80	7.55	6.00	2.75
Dec. 28	32.65	8.83	5.59	.46	.18½	.64½	.20	.80	7.55	5.00	2.75
Nov. 30	29.50	8.83	5.44	.60	.17½	.64½	.20½	.80	7.75	5.00	2.75
Oct. 26	31.37	8.83	5.34	.66	.17½	.64½	.19	.95	7.75	5.00	2.75
Sept. 28	34.10	9.08	5.34	.60	.17½	.68	.18¾	1.15	7.75	5.00	2.75
Aug. 31	35.50	8.40	5.34	.56	.17½	.68	.17½	1.15	7.25	5.00	2.75
Jul. 27	35.00	8.60	5.23	.53	.18½	.68	.17¾	1.25	7.25	5.00	2.75
Jun. 29	38.30	8.40	5.23	.53	.18½	.68	.17	1.25	7.25	5.00	2.75
May 25	38.20	8.20	5.23	.46	.22	.68	.17	1.25	7.25	5.00	2.50
April 27	36.40	8.59	5.23	.48	.22	.70	.17	1.25	7.25	4.50	2.50

<sup>1</sup>Accra, at N. Y. (per 100 lb.) <sup>2</sup>Granulated, cane, delivered Chicago, (per 100 lb. bag) <sup>3</sup>43b, f.o.b. Chicago, (per 100 lbs.) <sup>4</sup>Extras, large, Chicago markets, (per dozen) <sup>5</sup>Dessicated, f.o.b. Chicago, (per lb. per 100 bag lots) <sup>6</sup>California non-paréils, medium, delivered Chicago (per lb.) <sup>7</sup>No. 1 Spanish shelled, f.o.b. southeast shipping points, (per lb.) <sup>8</sup>Large halves, delivered Chicago, (per lb.) <sup>9</sup>Natural, Chicago, (per lb. per 25-lb. can) <sup>10</sup>California, delivered Chicago, (per lb. per 25-lb. can) <sup>11</sup>California, delivered Chicago, (per 25-lb. can)

If you manufacture  
gum candies—

Use these 3 Penick & Ford Products:

### 1. Penford Corn Syrup

Prevents sugaring, improves color and flavor, retains moisture.

### 2. Douglas Confectioners Thin Boiling Starch

Assures firm but tender gel texture, better clarity, longer shelf life.

### 3. Douglas Confectioners Special Moulding Starch

Prints clean, fast moisture absorption, readily reconditions.

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Gum Candy Sander



Machine is equipped with a clutch for starting and stopping the stainless steel revolving drum, permitting the shaker screens to operate. This compact unit requires minimum floor space.

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The MANUFACTURING CONFECTIONER'S  
**Candy Clinic**

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availling themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

## Easter Candies and Packages

### Moulded Goods

**Code 5A52**  
**Easter Cream Egg**  
**2 ozs. for 12c**

(Purchased in a company store)

**Appearance of egg:** Fair.

**Size:** Good.

**Wrapper:** Wax paper wrapper, name printed in white.

**Egg:**

**Coating:** Dark—Good.

**Center:** Good.

**Remarks:** The best cream egg at this price we have examined this year.

**Code 5B52**  
**Easter Rabbit**  
**1-13/16 ozs. for 10c**

(Purchased in a department store, St. Louis, Mo.)

**Appearance of rabbit:** Good.

**Size:** Good.

**Container:** Cellulose bag, imprint of rabbit in Easter colors.

**Rabbit:**

**Molding:** Good.

**Coating:** Fair.

**Center:**

**Color:** Good.

**Texture:** Tough.

**Taste:** Good.

**Remarks:** Coating is not up to standard used on some of the other Easter numbers we have examined. Center was very tough and chewy.

**Code 5C52**  
**Easter Egg Package**  
**6 eggs—1½ ozs. each—39c**

(Purchased in a department store, St. Louis, Mo.)

**Appearance of package:** Good.

**Size:** Good.

**Container:** White board box printed in Easter colors. 6 cellulose windows,

eggs wrapped in paper backed foil, printed in colors. Eggs are of the  $\frac{1}{2}$  kind.

**Eggs:**

**Coating:** Light—Fair.

**Cocoanut Center:** Good.

**Fruit & Nut Center:** Good.

**Pineapple Center:** Very strong flavor.

**Cherry Center:** Good.

**Malted Milk Center:** Good.

**Vanilla Cream Egg:** Good.

**Remarks:** A good looking Easter number. Coating is not up to the standard of this priced number.

**Code 5D52**  
**Fruit & Nut Egg**  
**8 ozs. for 33c**

(Purchased in a railroad depot, Chicago, Ill.)

**Appearance of package:** Good.

**Size:** Good.

**Container:** Folding box, side and top cellulose windows. Box printed in Easter colors.

**Egg:**

**Coating:** Light—Fair.

**Center:** Cream a little short and dry.

**Taste:** Good.



Photo courtesy Fanny Farmer Candies

Peter Rabbits in candy form all set for the hungry little egg hunters on Easter morning.

**Remarks:** A good looking Easter number, cheaply priced at 33c.

**Code 5E52**  
**Chocolate Coated**  
**Marshmallow Egg**  
**1/2 ozs. for 5c**

(Purchased in a drug store, St. Louis)

**Appearance of egg:** Good.

**Size:** Good.

**Wrapper:** Cellulose printed in Easter colors.

**Egg:**  $\frac{1}{2}$  egg type, small sugar rabbit stuck on top.

**Coating:** Dark—Fair.

**Center:** Good.

**Remarks:** The best 5c egg number we have examined this year.



**Code 5F52**  
**Chocolate and Cocoanut Nest**  
**About 3 ozs. for 25c**

(Purchased in a company store)

**Appearance of nest:** Fair.

**Size:** Fair.

**Wrapper:** No wrapper. Nest is made of chocolate and a finely cut cocoanut; about 3" by 1"; colored jelly beans in center.

**Chocolate:** Light—Good.

**Jelly Beans:** Good.

**Remarks:** Slightly high priced. Suggest a printed cellulose bag be used to improve the appearance.

**Code 5G52**  
**Egg**  
**1 1/4 ozs. for 10c**

(Purchased in a department store in St. Louis)

**Appearance of egg:** Good.

**Size:** Good.

**Wrapper:** Paper backed foil printed in Easter colors.

**Egg:**  $\frac{1}{2}$  type.

**Coating:** Light—Good.

**Center:** Good.

**Remarks:** A trifle high priced.

**Code 5H52**  
**Chocolate Marshmallow Eggs**  
**12 eggs—6 ozs. for 23c**

(Purchased in a railroad depot, Chicago, Ill.)

**Appearance of package:** Good.

**Size:** Good.

**Container:** Regular egg box printed in Easter colors. Imprint of rabbit in colors. Eggs  $\frac{1}{2}$  type.

**Eggs:**

**Coating:** Dark—Fair.

**Molding:** Good.

**Gloss:** None.

**Center:** Fair.

**Remarks:** We cannot expect too much at this price.

**Code 5I52**  
**Solid Chocolate Bunny**  
**1 oz.—25c**

(Purchased in a department store, St. Louis)

**Appearance of bunny:** Good.

**Size:** Good.

**Wrapper:** Gold tin foil, eyes printed in red. Lavender grass ribbon bow around neck.

**Bunny:**

**Molding:** Good.

**Gloss:** Good.

**Taste:** Good.

**Remarks:** One of the best 25c Easter Bunnies of this kind that we have examined this year.

**Code 5J52**  
**Chocolate Bunny**  
**4 ozs. for 49c**

(Purchased in a department store, St. Louis)

**Appearance of package:** Good.

**Size:** Good.

**Container:** Folding box printed in Easter colors. Large cellulose window on top and on part of the sides.

**Bunny:**

**Chocolate:** Light—Good.

**Molding:** Good.

**Gloss:** Good.

**Taste:** Good.

**Remarks:** A good looking bunny and good eating.

**Code 5K52**  
**Milk Chocolate Coated Crunch**  
**1 lb. for \$1.35**

Sent in for Analysis No. 4739

**Appearance of package:** Good.

**Box:** One layer type, white glazed paper top printed in blue and yellow, name in white. Cellulose wrapper. Outside wrapper of white paper, tied with a green grass ribbon.

**Appearance of box on opening:** Good.

**Number of pieces:** 66.

**Coating:** Milk chocolate.

**Color:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Center:**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** The best chocolate coated nut crunch that we have examined this year. Very well made and good eating. This crunch is far superior

to the previous sample. Should be a good seller at \$1.50 the pound.

**E**ASTER candies were "bursting out all over" in St. Louis stores. Colorful displays were everywhere. I was shopping for our Clinic, and you will see the report of my purchases in our May issue.

At Famous-Barr they were sampling Rockwood solid chocolate wrapped in silver foil. This is the first sampling I've run across for some time in other than retail manufacturers' outlets. There was also a fine St. Patrick's display—Shotwell's green and white butter creams, one pound 39 cents; and green top hats filled with assorted chocolates for \$1.29.

This well-known St. Louis department store has a large candy department, and their display includes candy from Seattle (butter mints in an attractive foil package, 7 ounces for 49 cents), across the country to the East Coast. From Connecticut they had coconut covered cashews (one pound for 89 cents).

As always, Mavrakos' windows were attractively decorated, and featured an Irish Sweetheart box. This was a green and gold foil-covered box in the shape of a heart, filled with assorted candies, for \$1.50. They also had a few Easter candies.

The Katz Drug Stores had quantities of bulk candy in their cases. Their displays featured green and white for St. Patrick's Day, and also the small jelly Easter eggs, etc. Counters were filled with boxes of Whitman's candy, either with an Easter band around them or an appropriate card tied with ribbon.

St. Louis is a good candy city; and they make the most of special days in merchandising their candies.

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**PROCESSING!**      **SANITATION!**  
**CANDY PROBLEMS SOLVED!**

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**CONSULTING FOOD CHEMIST &**  
**CANDY TECHNOLOGIST**

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National and International Assignments  
Undertaken

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"Yes son, it's another investigating committee To see how many stripes There are on a box of peppermints"

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**Hand Roll**

**Cream**

**Depositor**



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**MAKES UNIFORM CENTERS  
GREAT LABOR SAVER  
A PRICE YOU CAN AFFORD**

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**CONFECTION MACHINE SALES CO.  
37 W. Van Buren, Chicago**

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# Estimated Amounts & Average Cost of Ingredients Used By The Confectionery Industry<sup>1</sup> 1947 and 1950

Ingredients	Quantity (thousands of pounds)		Cost (thousands of dollars)	
	1947 <sup>2</sup>	1950	1947 <sup>2</sup>	1950
Sugar and Sweeteners				
Cane & beet sugar .....	1,020,055	1,218,032	85,138	99,272
Corn sugar .....	30,061	14,517	2,207	1,030
Corn syrup .....	676,864	678,683	35,096	33,642
Others (molasses, maple sugar, honey, etc.) .....	34,368	20,837	2,357	1,439
Corn starch .....	20,074	30,936	1,307	1,980
Cocoa beans .....	178,753	198,666	49,377	53,130
Cocoa powder .....	5,878	9,776	1,082	2,274
Cocoa butter .....	29,989	23,098	20,099	13,548
Chocolate liquors .....	27,430	8,993	11,507	3,685
Chocolate coatings:				
Milk .....	178,968	157,623	60,214	51,016
Dark .....	73,031	79,185	25,314	25,812
Light sweet .....	14,883	12,910	4,692	3,942
Fluid milk .....	194,177	258,244	7,200	9,741
Condensed and evaporated milk:				
Unsweetened .....	16,811	7,608	1,694	637
Sweetened .....	79,532	64,658	10,324	6,994
Dried milk-non-fat and full-fat .....	28,892	19,420	7,723	5,340
Cream .....	3,528	3,309	971	849
Creamery butter .....	3,164	4,141	2,332	2,691
Other milk products .....	14,519	10,833	2,430	2,118
Eggs and egg products:				
Fresh or frozen .....	6,125	5,587	1,632	776
Other .....	610	781	1,261	831
Fats and oils (vegetable oils, hydrogenated shortenings, etc.) .....	39,062	31,921	11,261	7,141
Essential oils and flavoring materials (peppermint, vanilla, licorice, etc.) .....	3,495	3,965	5,779	4,568
Fruit, jams and fruit products .....	12,543	15,193	3,933	4,924
Peanuts, kernels .....	199,975	136,337	33,660	25,111
Coconut meat, fresh or prepared .....	18,570	64,201	5,316	12,467
Nut meats (almonds, pecans, etc.) .....	44,660	39,356	28,514	20,345
Other ingredient materials .....	34,521	56,807	5,290	7,062
Total ingredients .....	2,990,548	3,175,617	427,710	402,365
Finished goods marketed ..	2,603,000	2,730,000	955,700	920,000
Ratio of ingredients to finished goods .....	114.9%	116.3%	44.8%	43.7%

<sup>1</sup>Includes materials used in candy manufacture by confectionery-wholesalers, chocolate manufacturers (consumer-type confectionery items only), and manufacturer-retailers.

<sup>2</sup>Revised in line with totals and matching data reported in the Census of Manufacturers, 1947.

<sup>3</sup>Includes 26,196,000 pounds of almonds, valued at 12,339,000 dollars (an average value of 47.1 cents per pound).

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# CHOCOLATE

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For

CANDY and BISCUIT

PLANTS

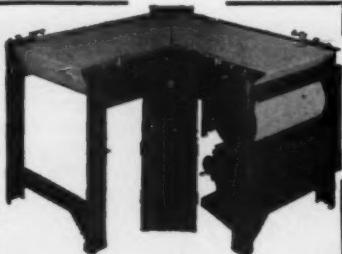
BELTURNS for conveying around a turn without bunching.

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161 Massachusetts Ave.  
**BOSTON 15, MASS.**  
Territory: New England

### South Atlantic States (cont'd)

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Manufacturers' Representative  
P. O. Box 605—Phone 7590

**COLUMBIA 1, SC. CAROLINA**

Terr: No. & So. Carolina  
Over 25 years in area

### Middle Atlantic States

**JAMES A. BRADY CO.**

1018 Monsey Avenue  
**SCRANTON 9, PENN.**  
Phone 2-8658

Concentrated coverage of the  
candy and food trade in N. E.  
Penn. "The Anthracite"

**ARTHUR M. CROW & CO.**

407 Commonwealth Annex Bidg.  
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Cover conf. & groc. jobbers, chains,  
dept. stores, food dists.  
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**BUSKELL BROKERAGE CO.**

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Contact Wholesale Groceries, Candy  
Jobbers and National Chains  
Terr: Va., W. Va., Eastern Tenn.,  
and Eastern Kentucky

**W. M. (BILL) WALLACE**

Candy and Specialty Items  
P. O. Box 472—111 Rutland Bidg.

**DECATUR, GEORGIA**

Terr: Ga. & Fla.  
Thorough Coverage

**SAMUEL SMITH**

2500 Patterson Ave. Phone 22318  
Manufacturers' Representative

**WINSTON-SALEM 4, N. CAROLINA**

Terr: Virginia, N. Carolina,  
S. Carolina

**IRVING S. ZAMORE**  
2608 Belmar Place  
**SWISSVALE, PITTSBURGH 18, PA.**

29 Years Experience  
Terr: Pennsylvania, excluding  
city of Philadelphia

### South Atlantic States

**JIM CHAMBERS**

Candy Broker  
84 Peachtree Street  
**ATLANTA 3, GEORGIA**  
Terr: Ga., Ala., and Fla.

**East No. Central States**

**G. W. McDERMOTT**

100 North Raymond St.—Phone 382  
**MARINETTE, WISCONSIN**

Terr: Wisc. & Upper Mich.—covered  
every five weeks.

**ROGER ETTLINGER**

Phone Townsend 8-5369  
16525 Woodward Ave.

**DETROIT 3, MICHIGAN**

Terr: Entire state of Michigan

**WM. E. HARRELSON**  
Candy & Allied Lines  
5308 Tuckahoe Ave.—Phone 44280  
**RICHMOND 21, VIRGINIA**  
Terr: W. Va., Va., N. & S. Car.

# Confectionery Brokers (Cont'd)

## East No. Central States (cont'd)

### BERNARD B. HIRSCH

1012 N. 3rd St.

### MILWAUKEE 2, WISCONSIN

Terr: Wis., Ia., Ill. (excluding Chicago) Mich. (Upper Penn.)

### IRWIN R. TUCKER COMPANY,

INC.

308 W. Washington Street  
Chicago 6, Illinois

Complete Coverage of Chicago Market

### W. C. TUGAW

Manufacturers Representative  
1801 No. Central Park  
Chicago 47, Illinois  
Covering Metropolitan Chicago

### H. K. BEALL & CO.

308 W. Washington St.

### CHICAGO 6, ILLINOIS

Phones RANDolph 1618-1628  
Territory: Illinois, Indiana,  
Wisconsin  
25 years in the Candy Business

### ARTHUR H. SCHMIDT CO

815 ErieSide Ave.

### CLEVELAND 14, OHIO

Terr: Ohio. Member Nat'l. Conf.  
Salesmen Ass'n.  
Buckeye Candy Club

## East So. Central States

### R. HENRY TAYLOR

Candy Broker  
Box 1456—Phone 4-2763

### LEXINGTON, KENTUCKY

Territory: Kentucky and Tennessee

### A. C. BURNETT COMPANY

Candy Brokers

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If it will sell in Dixie—we can sell it.

### FELIX D. BRIGHT & SON

Candy Specialties  
P. O. Box 177—Phone 8-4097

### NASHVILLE 2, TENNESSEE

Terr: Kentucky, Tennessee, Alabama, Mississippi, Louisiana

### J. L. FARRINGER CO.

### FRANKLIN, TENNESSEE

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Territory: Tenn., Ky., and W. Va.  
3 Salesmen covering territory

### AUBREY O. MAXWELL CO.

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### NASHVILLE 3, TENN.

Manufacturers Sales Agent  
Territory: Middle Tennessee

## West No. Central States

### ELMER J. EDWARDS

### CANDY BROKERAGE

5352 31st Ave. So.

### MINNEAPOLIS 17, MINN.

Phone: Pa. 7659

Terr: Minn., N. & S. Dak.—Special attention given to Twin City trade.

### GRIFFITHS SALES COMPANY

725 Clark Ave.—Phone GA. 4975

### SAINT LOUIS 2, MISSOURI

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Terr: Mo., Ill., and Kan.

## West So. Central States

### JAMES A. WEAR & SON

P. O. Box 27

### BALTIMORE, TEXAS

Personal Representation

Territory: Texas

## Mountain States

### CAMERON SALES COMPANY

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Denver, Colo.

Dexter 0881

Candy & Allied lines. More than ten years coverage of Colo., Wyoming, Mont., Idaho & Utah

### JERRY HIRSCH

Manufacturers' Representative  
Candy and Specialty Items  
4111 E. 4th St.

### TUCSON, ARIZONA

Territory: Arizona, New Mexico & El Paso, Texas

### G & Z BROKERAGE COMPANY

New Mexico—Arizona—El Paso  
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Personal service to 183 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

### KAISER MICHAEL

Broker

Manufacturers' Representative  
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### ALBUQUERQUE, NEW MEXICO

Terr: New Mexico, Arizona & El Paso, Texas area

## EASY way

## to remove

## BURNED-ON

## Caramel

## Deposits



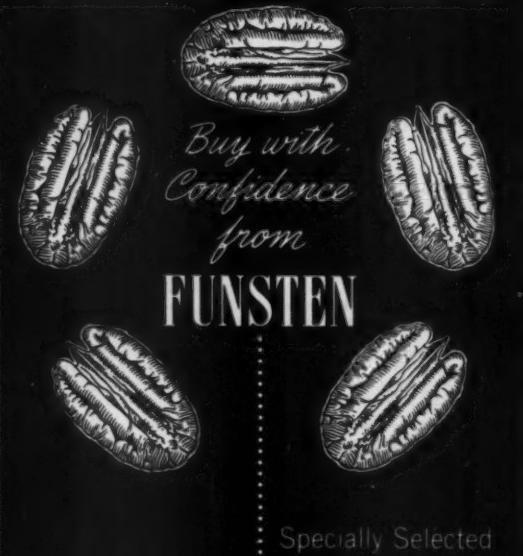
One of your most difficult maintenance cleaning jobs—removing burned-on caramel—can now be handled easily by using a simple, two-step Oakite method. Here's how: First, use Oakite Composition No. 20 for thorough removal of even the toughest caramel deposits. Then follow this with an application of Oakite Compound No. 84-M. This brightening material spruces up the metal, takes away dulling stains. For FREE details call your Oakite Technical Service Representative or drop a note to Oakite Products, Inc., 36C Rector St., N.Y. 6, N. Y.

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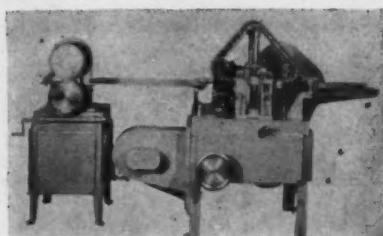
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Designed for maximum production.  
Actual production figures:

Filled Raspberries .....	1250 lbs. per hour
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Chain is designed for long life—will not stretch.

Equipped with electrically-heated sizer and variable speed drives.

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Tempered Hardboard Bottoms  
Hardwood Ends and Sides.

Solid Wood Glued Bottoms  
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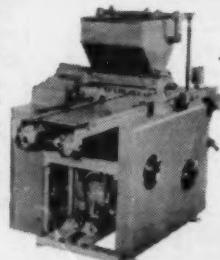
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The Famous Racine Depositor  
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Various spacings handle chocolate,  
creams, marshmallows, etc., with or  
without fruits or nuts, for depositing  
into molds, paper cups, or trays, plaques  
or belts. Operates without pumps.

Now be sure of absolute uniformity in  
size and weight.

Send for new circular.



TWO MODELS  
JUNIOR 16" SENIOR 32"

**VACUUM**  
**RACINE**  
CANDY MACHINERY CO.  
CONFECTIONERS' MACHINERY CO.  
15 PARK ROW, NEW YORK 38, N.Y.

## Confectionery Brokers (Cont'd)

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Offering dependable representation  
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Randall Schmoyer (owner)

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Manufacturers' Representative  
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Terr: Wash., Ore., Mont., Ida.,  
Utah, Wyo.

**GEORGE R. STEVENSON CO.**  
Terminal Sales Building

**SEATTLE, WASHINGTON**  
Territory: Wash., Ore., Ida., Mont.  
Over 20 years in this area.

**MALCOLM S. CLARK CO.**

1487½ Valencia St.  
No. Cal., Nev., & Hawaii

**SAN FRANCISCO 10, CALIF.**  
923 E. Third St.—Southern California  
**LOS ANGELES 13, CALIF.**

Terminal Sales Bldg.  
Wash., N. Idaho  
**SEATTLE 1, WASH.**

903 Park Road  
Ariz., New Mex., W. Texas  
**EL PASO, TEXAS**

**RALPH W. UNGER**

923 East 3rd St.  
Phone: Trinity 8282

**LOS ANGELES, CALIFORNIA**  
Terr.: Calif., Ariz., N. Mex.,  
Hawaiian Islands

**HARRY N. NELSON CO.**

112 Market St.  
**SAN FRANCISCO 11, CALIF.**  
Established 1906

Sell Wholesale Trade Only  
Terr: Eleven Western States

**GENE ALCORN & CO.**

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**LOS ANGELES 21, CALIFORNIA**

383 Brannan Street  
**SAN FRANCISCO 7, CALIFORNIA**  
Territory: State of California



**Chocolate Coatings**  
perfectly balanced in  
richness, smoothness,  
and brilliant finish to  
complement the very  
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centers.

**Ambrosia**

SINCE 1894

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## The MANUFACTURING CONFECTIONER'S

# Clearing House



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**FOR SALE:** Hohberger Continuous Cream Machine, M-100 Mogul with D-100 Depositor, 32" N.E. Enrober, 24" Belturn (90°), Simplex Steam Cooker, D.F. Bar wrapper with magazine feed, and 2 5-ft. Ball Beaters. Box No. 522, The MANUFACTURING CONFECTIONER.

**FOR SALE:** Racine Depositor, Bullerjohn Drier, Bausman Starch Machine, Double-arm Puller, 16" Enrober with 50' tunnel and compressor, Rostoplast machine with dies, Simplex Gas Fire Cooker with 2 kettles, 42-C Forgrave wrapper, and Ideal Caramel Wrappers. Box 523, The MANUFACTURING CONFECTIONER.

**FOR SALE:** 1 Model "K" Kiss Machine in excellent condition, 1 80-quart Hobart Beater, including 20-quart Kettle and attachment, in very good condition. Inquire: Maroco & Sons Candies, 4110 South M. Tacoma, Washington.

**FOR SALE:** Racine-Type die pop machine in good condition. Die shape round flat, paper or wood sticks. Write Box 526, The MANUFACTURING CONFECTIONER.

**FOR SALE:** Werner Automatic Ball Machine Savage large A.D. mint cutter. Racine Model M. Die Pop. Simplex gas Vacuum cooker. Box No. 124 The MANUFACTURING CONFECTIONER.

**FOR SALE:** 6' Batch Rollers, complete with motor. 5' Dayton Cream Beater. Century Cookie Dropper, Mills #2 Patent Nut Breaker. Lotini Plastic Machine with Sizer. Hildreth Pulling Machines, form 3, style D. 4' x 8' Savage Scientific Water Cooled Steel Slab. Model K Kiss Wrapping Machines, late types. Box 533, The MANUFACTURING CONFECTIONER.

**MACHINERY FOR SALE:** 1-24 inch Greer Left Hand Turn Table, 1-34 inch Greer Left Hand Turn Table. Selling at reasonable price. Box No. 532, The MANUFACTURING CONFECTIONER.

**FOR SALE:**  
1 Wooden Starch Buck  
1 Hand Printer  
600 Starch trays—inside dimensions—  
15½" x 32"  
1 Flat Top Marshmallow Beater  
1 Friend Hand Roll Machine—Laboratory Model

All equipment in running condition but dismantled. Make offer for any or all items. Best offer takes it. Box No. 530, The MANUFACTURING CONFECTIONER.

**FOR SALE:** 50 to 100 lb. Hildreth Pulling Machine, New Motor. Excellent condition. \$300 f.o.b. Old Virginia Chocolate Shop, Durham, N. C.

### MACHINERY WANTED

**MACHINERY WANTED:** Huhn or Wolf Dryer & Cleaner. Also Marshmallow Beater. Box No. 531, The MANUFACTURING CONFECTIONER.

### BUSINESS FOR SALE

**FOR SALE:** Manufacturing Confectionery Business, with or without real estate. A going business with fine reputation, established over seventy-five years. Located Centrally in the largest candy consuming district in the U.S. Good volume that can be greatly increased. Manufacturing Chocolate Bulk, Package Line and Specialties. Selling to Retailers, Wholesalers and Chains. \$100,000 in carry over Tax loss credit—Real opportunity. Information will be furnished to responsible interested parties. Prompt action necessary. Box No. 524, The MANUFACTURING CONFECTIONER.

**BUSINESS FOR SALE:** Wholesale distributing business, Candy, Tobacco, Cigars, Soda Fountain & Paper products. Active, profitable business. Located prosperous Michigan city. Includes inv. equipment, and best of Franchise on cigars, Candies etc. Living quarters available. Must sell, owner going into service. Write Box 525, The MANUFACTURING CONFECTIONER.

**FOR SALE:** Candy Factory, medium sized. Old established, well-equipped. Full information on request. Write Matzger Chocolate Co., 780 Harrison St. San Francisco, California.

### HELP WANTED

**HELP WANTED:** Assistant superintendent, experienced on Easter Cream Eggs, Sc. 10c, half pound, pound, etc. Location Ohio. Box No. 528, The MANUFACTURING CONFECTIONER.

### POSITION WANTED

**POSITION WANTED:** Production Man. All phases of production, supervision and some administrative experience. Most experience has been in biscuit (icing) and candy manufacture. Present position Supt. candy manufacturer. Box No. 529, The MANUFACTURING CONFECTIONER.

**POSITION WANTED:** Chocolate Cocoa and Confectionery Expert, factory manager with initiative and keenness, German nationality, single man, age 31, seeks position overseas or U.K. Box No. 534, The MANUFACTURING CONFECTIONER.

### SALES REPRESENTATIVES

**LINES WANTED:** Broker covering Pennsylvania excluding Philadelphia, open for line or specialty items with volume sales potential. Call on jobbers, chains, super markets and vendors. Over 25 years experience, large personal following with trade. Box No. 325, The MANUFACTURING CONFECTIONER.

**REPRESENTATIVES WANTED:** Salesmen who have been contacting industrial houses with Christmas Gift items. We have a line of California Date and Confection packs that are truly unusual and are that "Something Different" that people are searching for at Christmas time. Please state lines now carried and other pertinent information in first letter. Desert Garden Date Shop, P.O. Box 1478, Palm Springs, California.

### MISCELLANEOUS

**FOR SALE:** Jamaica Rum available in puncheons and gallon jugs. 3 to a case. Full flavored for flavoring or food processing. Chancellor Distributors, Inc., 350 Fifth Ave., New York 1, N. Y.

**SUBSTANTIAL CAPITAL AVAILABLE TO CANDY MANUFACTURERS FOR EXPANSION. ALSO INTERESTED IN BUYING LARGE CANDY PLANT.** Box No. 527, The MANUFACTURING CONFECTIONER.

**WANTED:**—close-outs, seconds, and white elephants of candy, gum and allied lines. No lot too small. D & B. rated. Philadelphia Sales Co., 1023 Spring Garden Street, Philadelphia 23, Pa.

## WE BUY & SELL

### ODD LOTS • OVER RUNS • SURPLUS

## "Cellophane" BAGS

### SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in either boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All Colors & Widths

Scotch Tape

Clear & Colors

### Diamond "Cellophane" Products

Harry L. Diamond Robert L. Brown  
"At Your Service"

74 E. 28th St. Chicago 16, Illinois

*Scoop for the confectionery industry...*

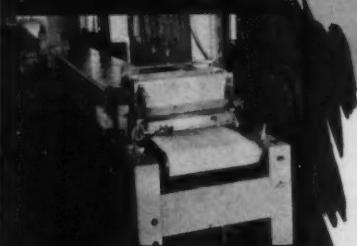
## SENSATIONAL OFFERINGS

Everything Offered Piecemeal  
By Entire or Partial Units

Practically BRAND NEW Machinery and  
Equipment Direct From Floors of Well Known

**ELIZABETH CANDY INC.**

Elizabeth, New Jersey



uous depositing and cooling unit consisting of Depositor with special intermittent motion, special fabricated belt, Skinning and Cooling Tunnels. (Chocolate Coater and Hot Cooling Tunnel not shown.)



Streamlined Coaters in coordination with  
depositing line.



ery of Package Machinery Co. DFI  
Wrappers, arranged to wrap the bars  
they emerge from the packing table.

- Started equipping plant 3 years ago
- Some machines are BRAND NEW
- Others are hardly used

A modern system of STARCHLESS straightline production of wrapped bars or patties through Depositor, Skinning and Cooling Tunnel into 34" Coater and Cooling Tunnel to Packing Table with no intervening labor required up to series of Package Machinery DFI Wrappers. This equipment is capable of producing 120,000 bars for each straightline unit in 8 hours.

**UNION**

Rebuilt  
Machinery

Established 1912



SAMPLE OF *Scoop* BAR  
AVAILABLE ON REQUEST

5000 lb. Stainless Steel Jacketed Chocolate Melter.  
2000 lb. Chocolate Tempering Kettle.

Frick Freon latest style model #1500 F. S. Refrigeration Units, each 15 ton, complete with fully automatic controls and with Day and Night insulated Water Coolers.

Stainless Steel Evaporative Condensors.

**PRICED TO MOVE FAST**  
*Immediate Deliveries*

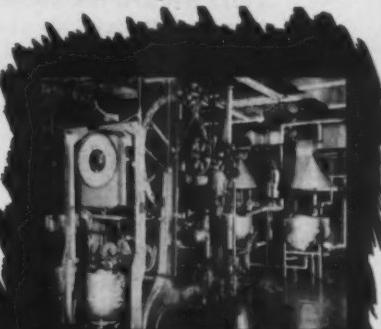
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Quantities Are Limited

These Offerings Are  
Subject To Prior Sale

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Representatives on  
the Premises Daily.

Visit This Plant or  
Write, Wire, Phone  
Collect for Details  
and Prices.



Hohberger Continuous Fondant Machines with stainless steel cooling drums, also Beaters and Brown Instruments for completely automatic operation and temperature control.



Hobart 4-speed heavy-duty Vertical Mixers with 100 quart capacity bowls, also specially constructed Bob Kettles, automatically controlled by Brown instruments.



Bridge Chocolate Cake Crusher with  
conveyor.

**UNION**  
CONFECTIONERY MACHINERY CO., INC.  
318 Lafayette St. • Canal 6-5334-5 • New York, N. Y.  
167 N. May St. • Seely 3-7845 • Chicago, Ill.

## Confectionately Yours

**Everyone has his say**

In a recent Chicago Tribune in the daily To Keep Well column

J. J. P. says . . . "I had a stroke which left me speechless. I'm 66 years old and my sister tells me that I will have another stroke if I keep on eating candy. Please advise."

Dr. Van Dellen says . . . "Candy never caused appoplexy, so don't take your sister's advice too seriously."

Our Tech Editor says . . . "We disagree with a portion of the good doctor's answer. Candy has caused a great deal of medical distress—from nervousness to states approaching apoplexy—among manufacturers in the confectionery industry. Sales managers in candy firms have been known who almost went crazy trying to merchandise their concern's output.

"But we are glad the good doctor says candy is o.k."

## CONVEYORS

Corrigan bulk dry sugar handling and storage systems convey sugar from unloading point to storage and from storage to production.

**Improve production facilities  
Lower operation costs**

## J. C. CORRIGAN CO., INC.

41 Norwood St., Boston 22, Mass.

### STANcase STAINLESS STEEL EQUIPMENT

MODEL No. 18  
Inside Dimensions  
Length - 43½"  
Width - 22½"  
Depth - 16"



**Sanitary  
STAINLESS STEEL TRUCKS  
FOR FONDANT CREAM &c.**  
Write for descriptive literature of this, and other models available for immediate delivery.

Manufactured by  
**The Standard Casing Co., Inc.**  
121 Spring St., New York 12, N. Y.

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Step up fruit flavor...step up sales!

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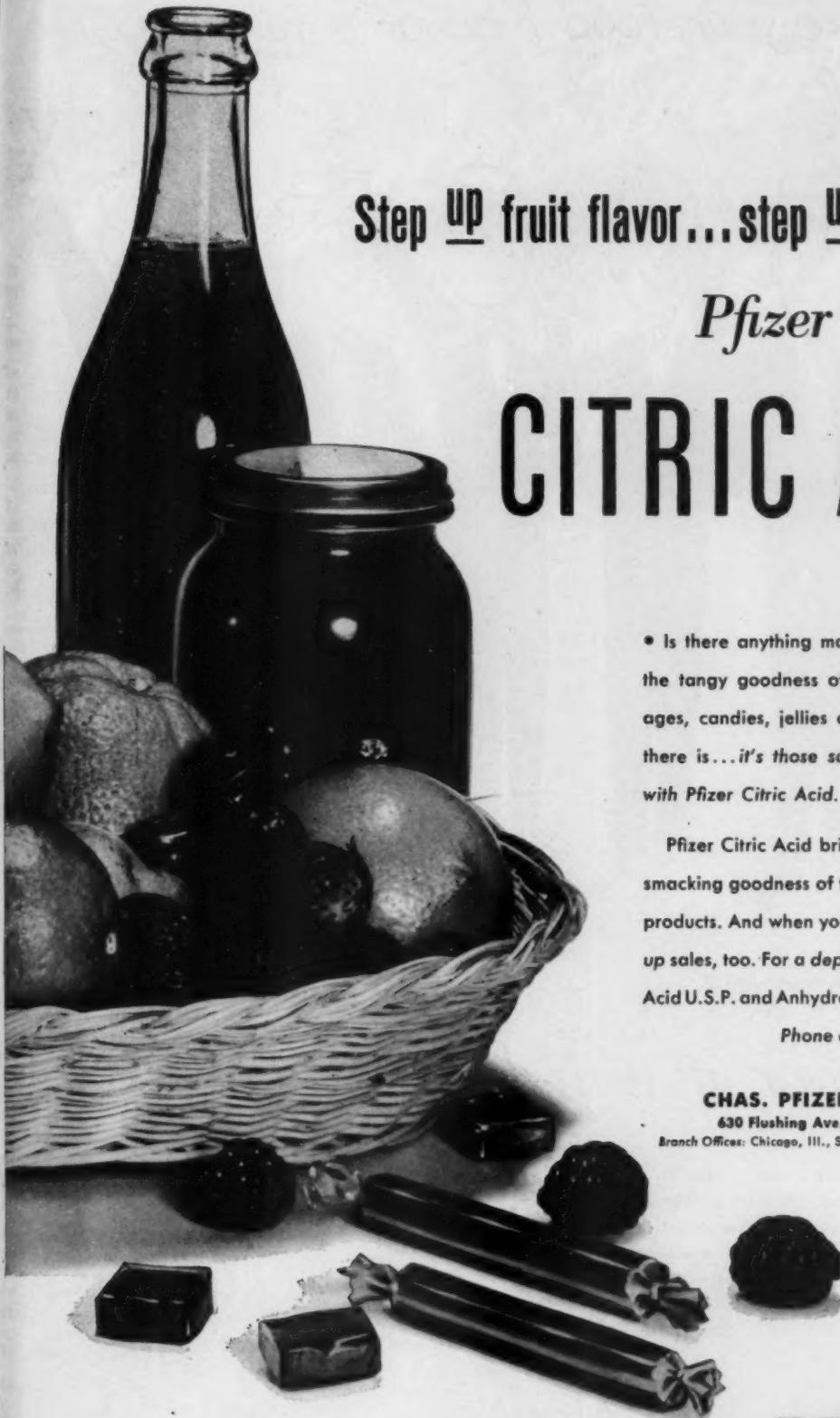
• Is there anything more taste-satisfying than the tangy goodness of fruit flavors in beverages, candies, jellies and preserves? You bet there is...it's those same flavors stepped up with Pfizer Citric Acid.

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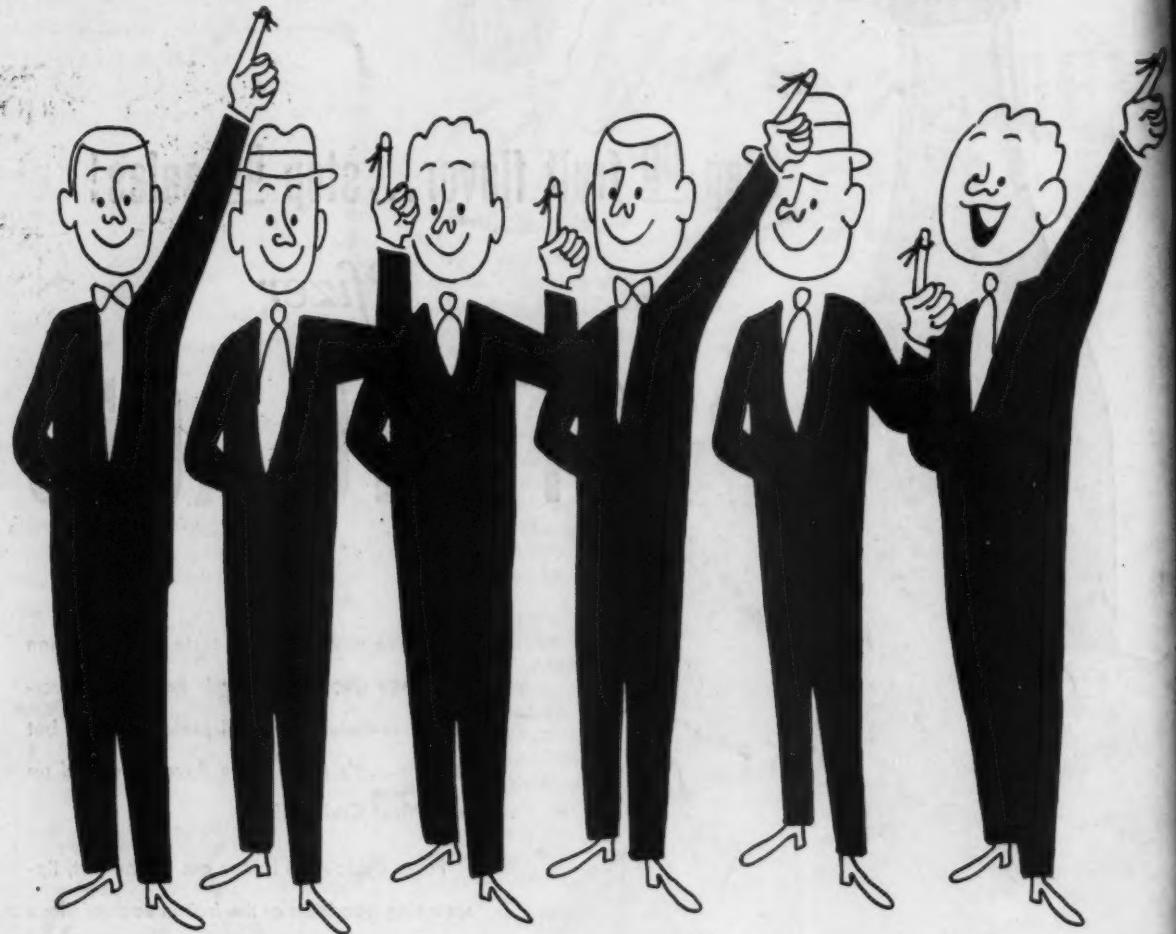


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Use Norda Flavors—true to type, true to taste. Concentrated richness makes both genuine and superior imitation Norda Flavors go farther and save money for you. Ask for free samples.

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